

# The ROTARIAN



**JULY •** *Hendrik Willem van Loon • Abbé Ernest Dimnet* **• 1939**  
NEWS FROM ROTARY'S CONVENTION AT CLEVELAND



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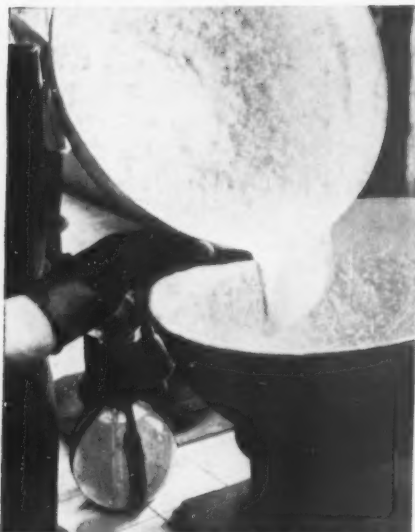


Photo: Kessel from Black Star

One of the steps in radium refining.

### Radium under Ice

Difficult to obtain, dangerous to use, mysterious in its properties, radium is the most expensive substance in the world. Today most of it comes from beneath Arctic ice and snow, where much gold also is obtained. How this is being done in Canada's frontier mining country, using modern production methods and airplanes, is told by James Montagnes in your August ROTARIAN.

### Life at 67

Old age, often dreaded with a feeling akin to terror, should be anticipated for its unique pleasures, says Theodore Dreiser, famous American writer, in the August ROTARIAN. "Life at 67," he believes, yields calm satisfactions which can outweigh even the vigorous joys of youth.

### Invite 'the Girls'?

No real fisherman ever takes a woman along on a fishing trip, says Humorist Stephen Leacock, but, to his amazement, he finds that some men think "the girls" enhance bridge parties and dances. In the August ROTARIAN, he settles once and for all the problem of the social necessity of women.

### Rotary 200 Years Ago

When Benjamin Franklin organized his famous Junto for purposes of friendship, mutual help, and civic service, he anticipated Paul P. Harris' great Rotary idea by more than 200 years. Interesting similarities of the two organizations are pointed out by Carl Van Doren—

**In Your August  
ROTARIAN**

## Our Readers' Open Forum

Presenting interesting letters of comment from the editorial mailbag

### 'Truth of Our Troubled Time'

Sir Arthur Salter's article *Depressions Breed Revolutions Unless—* [June ROTARIAN], in my opinion, contains for us the most important central truth of our troubled time. I wish that every citizen could read it. Unless some such plan of action can be worked out and put into force, I see still darker days ahead.

CHARLES A. BEARD  
Author and Historian  
New Milford, Connecticut

### The Answer Was 'Yes!'

May we have permission \* to reprint on our editorial page, with full credit to your publication and to the writer, about 1,100 words from *Depressions Breed Revolutions Unless—*, by Sir Arthur Salter? Your permission to do so will be much appreciated.

FERD GOTTLIEB  
Editorial Department

St. Louis Post-Dispatch  
St. Louis, Missouri

\* One of many requests from newspapers to reprint from the article by Sir Arthur Salter in the June ROTARIAN.—THE EDITORS.

### A Plea for Facts

In the June debate-of-the-month, *Freedom of the Press: Should It Be Curbed?*, Frank L. Gannett says, "Control a man's thoughts and you control the man." One channel of control, as I see it as a recent high-school graduate, is through the teaching of history. History as taught today in our high schools does not present the student with actual facts of the past. Unbiased perspective and interpretation certainly cannot be said to characterize some texts of my acquaintance.

In history texts the most emphasis is placed on the glorification of national heroes. Odd, but the men selected for emulation always repelled "savages" from a neighboring State. The men contributing to science and mankind's comforts are forgotten in the dust of the conquering heroes. As taught today, history leaves the impression in the mind of the child that his nation's destiny is sacred above all others'. He grows up to think as a German, a Frenchman, or an American, rather than as a man. Few of us ever overcome this handicap. This is even more unfortunate when we realize such thinking develops our own conceits and makes us want to force the benefits of our civilization.

History glorifies the conqueror. Question the average man and his common knowledge of world events will reveal Alexander, Caesar, Napoleon, and Pershing as the central figures. Pasteur, Adam Smith, Marconi, and Carey will make him stutter in confusion. Strutting generals and colonels astride powerful horses color the imagination of any child. Today as never before Governments are using history to educate for nationalism, the sacredness of institutions. Texts must be in conformity with the majority or no board will accept them. The legacy of American youth should be an unbiased perspective of America, its hopes and aspirations, and a sublime faith in its destiny in a world of confused nations.

Only when we school students are made

aware of the real contingencies facing us and their real background and scope will we effectively discharge our obligations to the social order.

HOWARD BURNETT  
Anderson, Indiana

### Collectors Club No Infant

In Herman Styler's interesting article in the May ROTARIAN [*Finders Are Keepers*], he says: "In the last few years the growth of hobby groups has been remarkable. . . . The Collectors Club of New York, the Walpole Society, the American Society of Curio Collectors, are just a few among the hundreds." So stated, it appears that the Collectors Club of New York was established in the last few years. Actually, this club (composed of stamp collectors) was founded circa 1896.

MANNEL HAHN, Rotarian  
Classification: Stamp Dealer—Retailing  
Winnetka, Illinois

### Re: Forty Plus

In reading the May issue of THE ROTARIAN, I was intensely interested in your editorial *Forty Plus 'Goes to Town'* relating to the Forty Plus movement.

While you say that the Forty Plus Club was born in Boston, Massachusetts, I think it well to call to the attention of your readers that it was Henry Simler, president of the American Writing Machine Company and a former member of the Rotary Club of New York, who was the founder of the Forty Plus movement in the United States and, I believe, in the world.

The Forty Plus movement is so serious that it is spreading all over the United States, and I am doing my small part toward its propagation. I am already scheduled to deliver additional talks to Rotary Clubs here in Tennessee and Kentucky and it is my earnest desire to deliver as many such talks as I possibly can at various points in the United States.

JAMES H. WASHBURN, Rotarian  
Classification: Insurance Actuary  
Nashville, Tennessee

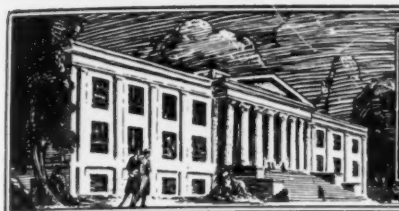
### 'Twisted Thinking'

It is doubtless unfortunate, through controversy, to call attention to Charles B. Hathaway's article, *Good Manners—Extra Dividends* [May ROTARIAN]. Since it were best not printed, so it were best forgotten.

But here it is, cheap, blatant, confused, unmannerly. Here it is, confirming the many convictions in South America, in Europe, in Asia, that the people of the United States are a bunch of go-getters, a gang of gross money-makers, hard boiled, crude, strong, and calculating. Here it is, defeating itself, just as the brazen philosophy it yaps in the end always defeats itself. Here it is, brawling against the very spirit of Rotary, subversive of the decency of the human heart. As a Rotarian, I must protest against it; as an American, I must regret it.

It speaks of "calculated courtesy," of "courtesy" as "a tangible asset," of "courtesy" that "pays spot cash." It cares nothing for the integrity of words and illustrates twisted thinking by references to certain businessmen who were not so naïve as to use courtesy "for the simple





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ERNST HERMANN, Director  
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### SCHOOLS AND CAMPS

will welcome inquiries from our subscribers. If you plan to send your children to school or camp, write today to schools and camps represented on this page for complete details. Be sure to mention THE ROTARIAN

altruistic motive of making the world a better place in which to live," but for the purpose of making money. It congratulates Franklin on his fine results, but forgets to tell the "young man just out of high school" that Raleigh got both a dirty cloak and a dirty prison term from Elizabeth, and that, after all, young Americans should distinguish between pianists and prize fighters. Finally, trying to annihilate what seems to be understood, it brands intelligence and decency as sentimentality, a trick as characteristic of its kind as it is cheap in itself.

And the result is what? I fear it is not good manners, not even on the part of those who wish to protest against this article. Long ago the cultured Emerson called attention to the fact that men descend to meet. The cultured Emerson probably was right.

BENNETT WEAVER, *Rotarian*  
Classification: Education, English  
Ann Arbor, Michigan

### Cash Not First Concern

I think such articles as *Good Manners—Extra Dividends*, by Charles B. Hathaway [May ROTARIAN], are worth while, and I consider this one especially good. I was hoping the dividends would be in terms of something more abiding than those stressed by the writer. Yes, I read the entire article and rejoiced in its beautiful climax.

I know some grand souls, and you do, too, who have grown old, and with it have grown (not an accident when an old man is beautiful) a beautiful face and a radiance that charms. I do not think they were looking for dividends as they lived beautifully. The first concern of great Rotarians is not cash dividends, and I do not believe that it is the thing to do to bait them along with an appeal to be good so that they can make more money.

R. E. MOHLER, *Rotarian*  
Classification: Dean of Agriculture  
McPherson, Kansas

### Confidence in Phelps

Thank you for sending me the list of publishers and prices of books selected by William Lyon Phelps as the best of the year. I am very anxious to add these to my library. I have such confidence in Dr. Phelps' good judgment that I do not hesitate to get books recommended by him. You did a noble thing when you invited him to that department [May I Suggest —, "Billy" Phelps' regular monthly ROTARIAN column].

B. E. MERRIAM  
Union College of Manila  
Manila, The Philippines

### Help for the Blind

We thank you for calling our attention to Weldon Melick's article about Braille and the blind [*That the Blind May Read*, March ROTARIAN], and heartily congratulate you on a work showing such careful research and so interestingly written. There is perhaps no one subject, so simple yet so tremendously important to the general public, about which the public is so ignorant as it is about every phase connected with the blind and the alleviations so easily available without cost.

The sending of the magazine indicates that you know of our work through our good friend the local Rotary Club. Any time the Rotarians find a person needing Braille who has an ordinary memory, who has sufficient knowledge of language to read a daily paper, and who has an earnest desire to read—in fact, such a

person as could be expected to respond to a clear, simple course equivalent to two hours daily for six weeks—we shall be glad to enroll him for the Orlando course in Braille, which is given without any charge whatsoever. The reduction in time necessary for learning is due to the simplified form of teaching.

MRS. N. M. G. PRANGE  
Lion Braille Department  
Lions Club  
Orlando, Florida

### 'Proof of the Pudding'

In *The Return of the Troubadours*, by T. H. Alexander [April ROTARIAN], mention is made



of Amos Kubik, town crier of Provincetown, Massachusetts, and the part he played in the 1938 National Folk Festival. Because I think that readers of THE ROTARIAN will be interested in the fact that there still are town criers in the United

States, I enclose a picture of Town Crier Kubik dressed in Puritan costume as residents of Provincetown have come to recognize him.

ERNEST W. DUNBAR, *Rotarian*  
Classification: Rubber Goods Mfg.  
Cambridge, Massachusetts

### After Quivering—What?

Re: *Brink-Quivering*, by Strickland Gillilan [March ROTARIAN].

I was brought up on a farm. Spent many hours between the handles of a single plow, walking in the fresh furrow. Got a quiver out of dreams, anticipation. I wanted to be a harness maker. Thought of being a policeman. Got through public school. High school seemed impossible. Three from our neighborhood got to high school.

Finishing high school was not so thrilling as striving. Thought I was fed up with books and studies—quiet life on the farm seemed more attractive. In a few months began to dream about more education, preferably electrical engineering, because no one in our neighborhood could answer questions about electricity. If I could only get a correspondence course! Eighty-two dollars! My father provided this amount, and the books arrived. At last I was about to achieve my ambition. It did not take long to realize that (although the correspondence course was as represented) it would be better to go to a university. That seemed hopeless.

Just about that time I met a man, talked to him frequently. One day I told him I would love to be an electrical engineer, but that it was absolutely out of the question. I have never forgotten his reply: "See here, boy: If you want to be an electrical engineer, don't you ever give up." That afternoon, while I was plowing, a voice within kept saying, "Never give up." New thrills, new quivering. That man started a fire in me that never went out. I became an electrical engineer. If he had not talked to me that way, I might never have tried.

Thanks to their pluck and willingness to sacrifice for me, my parents sent me to the university. Seemed like the beginning of life. Quivering at the brink of a college education. I was only at the university a few weeks when I realized that we looked up to, and respected, fourth-year men. When I became a fourth-year man, I noticed that the great interest was

to be graduated and get a position. This seemed more permanent and dependable. Immediately after graduation a large company sent me to one of its Western branches. At last!—a college degree, position, income. I was determined to show my gratitude to my parents in a very material way, provide them with a fully equipped modern home, with all conveniences (which I never did). It was apparent in just a few months that the manager's position was better than mine—I must become branch manager. That required several years. Thrills in the anticipating, but, like grabbing at the end of the rainbow, just quivering.

The Great War was on. I got into a uniform and went over. Then the War was over—in Europe, but not in me. Nations quarrelling are like sharp words for breakfast, family squabbles, business disputes, labor troubles—all possessed of the same disease. Must start a business of my own, large number of employees, more power, bigger income, no dictation from head office, must have my own way. Another dream, although achieved—just quivering.

A Rotarian since 1915—became Chairman of Boys Work Committee—intensely busy in social work. Could not really help others, was still quivering myself. Things began to slip badly. Home life was not right either. Lost the thrill of quivering. There seemed to be a shortage of brinks, pieces of ice seemed smaller, more slippery, farther apart. Stream seemed deeper, more dangerous, more fear in my life, fear of failure, of what people would think if I failed.

Then six years ago I found what I had been looking for all my life; I reached the shore. Landed. Security at last. There was, and is, no disappointment—better and better each day. Better health, enthusiasm, more energy, greater reason for living, greater interest in life. Not necessary to depend any longer on quivering brinks, actual realization far beyond my fondest dreams. My previous troubles, disappointments, low spells, had not been due (as I had tried to reason) to my competitors, my bank manager, or the banking system, my family, my wife's relatives, my employees, the social system, or the Government.

With both feet on firm ground, I can now extend a helping hand to those still quivering on floating, shaking, disappearing brinks.

My greatest aim in life now is to tell others how to get out of that quivering mess, how to live differently. I would welcome correspondence with individuals.

GUY MORTON, *Rotarian*  
Classification: Electric Motors  
Calgary, Alberta, Canada

### Esperanto's Use Spreading

Recently I have noticed some correspondence in THE ROTARIAN on Esperanto and in the interest of justice felt that I should add a comment or two. I have used this language for correspondence during the past 20 years and find it more useful as time goes by. A beginning is being made now by our organization toward using it in technical articles for abstracts. For many years a number of semitechnical publications have appeared in it and it has proved itself very satisfactory for even extremely complex scientific writing. In general, in spite of the tendency on the part of various nations toward nationalism, the utility and use of Esperanto are spreading.

L. A. WARE, *Secretary*  
American Association for International Science  
Iowa City, Iowa

# The ROTARIAN

(Registered, U. S. Patent Office)

AN INTERNATIONAL MAGAZINE DEVOTED TO THE ADVANCEMENT OF THE IDEAL OF SERVICE AND ITS APPLICATION TO PERSONAL, BUSINESS, COMMUNITY, AND INTERNATIONAL LIFE.

PUBLISHED MONTHLY BY ROTARY INTERNATIONAL

VOLUME LV

JULY, 1939

NUMBER 1

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This month's cover is from the brush of Allen Ingles Palmer, New York City painter and illustrator.

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### EDITORIAL AND BUSINESS OFFICES:

35 E. Wacker Dr. Cable Address: Interotary Chicago  
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LELAND D. CASE: *Editor*  
PAUL TEETOR: *Managing Editor*  
HARVEY C. KENDALL:  
*Business and Advertising Manager*  
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Sketch by S. J. Woolf

## President

*WALTER D. HEAD, headmaster of a private academy, is the 29th President of Rotary International. From 1920 to 1926 he was a member of the Rotary Club of Buffalo, New York, and since then has been a member of the Montclair, New Jersey, Rotary Club, having served both as President. A District Governor in 1931-32, he has since been continuously active in the affairs of Rotary International. He has been a member or Chairman of the International Service, Vocational Service, and Aims and Objects Committees. He was Third Vice-President of Rotary International, 1934-35.*

# Let's Rethink Rotary

By **Walter D. Head**

*President, Rotary International*

**W**E were talking about Rotary in a confused world. The longer we dwelt on "the international situation," the further fell our spirits. Several of the men—this was the Fall meeting of the Aims and Objects Committee—were sincerely troubled. Should Rotary, they asked, change its program in any way to meet changing conditions? If so, how?

Then our Central American member leaned forward. He had been silent an hour, but now, through his interpreter, he was to speak—to take us back over the route of his quiet reflection.

"Gentlemen," he said, "do not be too greatly troubled over these matters. We in Central America feel that present conditions are but temporary. It cannot be otherwise. Human progress has always been upward, even though this progress has not always been in a straight line. Be assured that Rotary will do well to go quietly on its way believing that the principles for which it stands will eventually find their place in the cosmos of things and that we shall win respect for having stood resolutely by the things in which we believe, not allowing ourselves to be shaken or turned aside by distracting events, no matter how serious their apparent character."

When he had finished, I felt both relieved and, yes, somewhat rebuked for my lack of faith. He had sensed what each of us felt; he had buttressed our sagging convictions. But even while his words sought a mesh with our minds, a North American member of the Committee spoke up to implement the thought.

"Whatever world conditions may be or become," he said, "I cannot see that there can be any marked disagreement about three of our four Objects. Surely no ruler or governor can object to friendship and understanding among individuals of his own nation. No one of them can have objection to honesty in business and high ethical standards. Nor can it be conceived that anyone would oppose individual efforts aiming toward community betterment.

"It is only on our Fourth Object that there can be any possible real disagreement, and even there it is likely that all nations in the world, even today, would, if asked, state their emphatic desire to remain friends with the rest of the world."

"All this," I reflected then, "is rethinking Rotary—rethinking it in terms of the present world situation. Rotary needs more of this." I believe the same thing now. If we want our movement to grow, to send down deeper roots, or even only to survive, we must rethink Rotary consciously, incisively, objectively . . . always as a part of the world and not as apart from it. Today our

We must go back to see what we are before we can plan whither we should go—if our movement is best to help in a wry world.

world is apprehensive. Many institutions and Governments which have stood for years are crumbling. Unrest and discontent have invaded nations and homes. Rotary cannot ignore these conditions, but what shall we do about them? What *can* we do about them? The temptation is to reach for a "program," to launch a crusade. But, I submit, before taking such a course it is wise to secure a fresh understanding of what we are. We can't do that without realizing that Rotary is an idea—a simple idea at that. Furthermore, reflection will attest that ideas translate themselves into action slowly. It has always been so. Rotary will be no exception.

Let Rotary stand resolutely back of its beliefs, let it stick to its principles, to all of them. This is no time to lose heart. We must "keep on hoping"—and working. Those who expect some brilliant achievement in the field of international affairs will be disappointed. For Rotary aims not to correct world conditions, but rather to cure the fundamental causes which have brought these conditions to pass.

That our efforts have not as yet met with complete success is not surprising. Older and larger organizations than ours have made similar efforts and accomplished no more, perhaps less.

**L**ET each man get on with his job, but let him view it as an opportunity to serve society. These words seem almost trite, we have heard them so often, but nevertheless they express the real *heart* of the Rotary idea. How shall we actually do it? How shall we make Rotary "real and tangible" in the words of Immediate Past President Hager? Experience has shown that the Four Objects are the media through which this idea best translates itself into action. It would be interesting to know what proportion of our members are actually engaged in some worth-while activity. Probably a great many—also, however, there are many who are not. The education and stimulation of these men by precept and by example should be our first concern. Rotary does not need to look outside itself to find jobs to do.

The great German poet Goethe, when asked on his deathbed to leave some message to the world, replied: "Let every man keep his own front yard clean and soon the whole world will be clean."

I do not like slogans, but if I were to express in a single phrase my hope and aim for the coming year, it would be: "Every Rotarian a living example of Rotary principles in action."

Illustrations by  
Henry J. Soulen

# Re: Social Contacts and Dignity



**By Abbé Ernest Dimmet**

*French Author and Philosopher*

**T**HE word "social," in the language of all people more serious than mere socialites, means "companionable." It belongs in a well-known definition of man and it sums up most of what is our life. Social contacts are what we are most conscious of. It is not surprising, therefore, that pioneers in all countries will ride, drive, or fly hundreds of miles to spend a few hours with their fellowmen, and not surprising either that solitary imprisonment is admittedly worse than death.

Yet society is not enchanting; it is often the reverse. Petty people with petty interests expressed in a great deal of small talk. But even that is better than nothing. What we cannot do without is the kindly human face, as Tennyson says, and the human voice which at times has accents sweeter than music, and human sympathies which can either hold us spellbound or, on the contrary, reveal to us powers unknown to ourselves. Altogether social contacts are as natural to us as breathing, and it seems like hairsplitting to try to philosophize about them.

This is what we say when we do not think very deeply about the opinion we are expressing. We are generally satisfied with this perfunctory kind of thinking when we are dealing with what we call simple things. But is it not wise sometimes to question our notions of simple things, to revive in us the marvellous capacity for wondering which we so often exercised in childhood? After reading so many books about breathing, for example, we are now aware that breathing may be natural, but it is not so simple as we once imagined it to be. Indeed ten minutes' thinking about many other similarly simple things such

as eating, exercising, and sleeping may result in a sort of revelation to us.

Social contacts are our daily life; we may say that they are our very selves. No doubt. But why do moralists endlessly revert to them and why do they regard them as a problem? When we hear the author of *The Imitation* saying that "every time he went among men he returned feeling less like a man," we discount a little rhetoric learned from the Stoics as well as the satisfaction of a solitary glad to find that "his cell is enough for him if he will only be long enough in it," but we recognize the sensation. There would not be so many popular arts of this or that, so many textbooks on how to make friends or secure influence or learn to command, if social contacts were entirely simple.

Our experience is not of yesterday; we know that we, like the author of *The Imitation*, frequently go home not very well pleased with our company or with ourselves. I have heard several times intelligent women nervously asking at the end of an interview: "Have I been talking too much? Lacking in self-restraint again?" Speaking often becomes desecrated to a mere physical craving which is indulged as long as bodily fatigue does not overcome it.

What goes on with the help of cigars, in the "smoker" of the train, in clubhouses, sometimes in hotels? On two occasions, in the Middle West of the United States, I have been kept awake till 2 or 3 o'clock in the morning by men who could not stop talking. There was nothing left to say, but they went on saying that slowly, prayerfully, in the hope that someone might revive the



conversation—prolong the delightful exercise of gabbing.

What can be the result of such a debauch of voice producing? I know, for when I was a young man, I used to catch myself talking thus intemperately. I have a clear recollection of being ashamed as well as of feeling conscious of a strange desiccation of my whole moral self. Not long ago, reading in George Moore's reminiscences his recollection of nightly conversations in Paris with brother artists or writers, I found that he must have experienced the same dry sensation.

Sometimes the physical craving I am speaking of gets out of hand and becomes buffoonery. A man must have a great talent of that kind not to feel uncomfortable about his performances. Even mimicry of the ways or expressions of people in our circle, amusing as it is and sometimes revealing psychological acumen as it does, should be under careful restraint. When it is not, the actor as well as the spectators promptly feel the prick of conscience. We are warned that this is giving too much attention to the smaller sides of our fellow beings.

**S**OMETIMES, however, we bless social contacts because they seem to reveal to us our better self. We know moods in which this happens more easily. When we are consulted, for instance, or when we are professionally interviewed. When our advice is sought, we feel a responsibility and the consciousness trebles our powers of reflection. We are surprised to notice the care with which we are expressing ourselves. We then remember that the ancients spoke only when they had something to say. Careful also in their utterances are the orientals. Often we charitably read into their deliberateness a desire to elude a question or equivocate in the answer. But nobody says the same of the American Indian, who is equally careful in his statements, and we frankly admire those of our countrymen who give us the same impression. Paul Valéry says of Stéphane Mallarmé, French symbolistic poet: "An extraordinary man! He was actually seen thinking before he spoke."

The revelation of the best we can do in our social relations comes to us in the supreme social act which we call conversation. The word has completely changed its meaning in the last 30 or 40 years. It is now synonymous with dialogue instead of meaning a circle of congenial people discussing questions in the civilized way which allows only one voice to be heard at a time. Even in Europe the habit of dialogues resulting in mere hubbub is gaining with ominous rapidity. Hostesses who are reduced to carrying on the universal dialogue with a highly interesting man seated beside them deplore the waste, but they are powerless. I should not be surprised if the barbaric habit of smoking while eating had come with the decadence of table conversation and were the result of boredom. In fact, I have noticed more than once that when the men are left to their cigars, general conversation sets in and the cigars are neglected. The

ladies do not know what they miss. No man dares to give of his everyday chitchat to five or six listeners, and the approval of this little audience multiplies his capacity for holding attention more than he suspects.

Our conclusion should be that social contacts, like all other blessings, have to be watched and regulated, and that we ought to make them every now and then the subject of a conscience examination or of a quiet meditation. The basis of this meditation should be, of course, not the utility, the obvious business advantages of contacts, but the recognition of human dignity. It is useless to recall that this recognition has underlain the great movements of modern times: the Renaissance, the Reformation, the American Revolution, the French Revolution. If our life were entirely rational—which, of course, it cannot and should not be—we should never approach anybody without some sense of what we owe to him as a man as well as of what we may possibly have to defend against him if the irrational in his makeup happens to outweigh the rational. For we have to defend ourselves, and when we plan our life ahead, we should be guided by the necessity of inevitable selection, meaning, of course, no less inevitable exclusions.

This sounds harsh, especially to American ears, but honest examination will promptly disclose that what is here suggested is done by us instinctively all the time. Only, the exclusion should not exemplify the obtuse ignorance of human dignity which dictates the choices or the ostracisms of the socialite, but the implied admission of our weakness and the necessity to fortify it.

It is evident that little can be gained and much can be jeopardized in seeking what theologians call with frank hostility "the world." Mundane people in the 17th and 18th Centuries had a culture of their own. It was based, naturally, on that self-seeking accompanied by an



*"There would not be . . . many textbooks on how to make friends . . . if social contacts were entirely simple."*

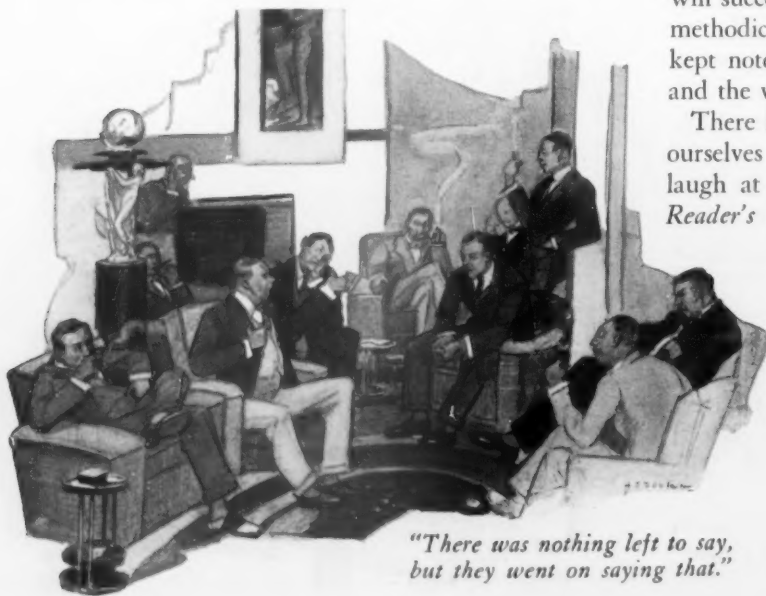
infallible instinct for distinguishing useful people from others which runs through the letters of Lord Chesterfield and even those of Madame de Sévigné, but it resulted in pretty accurate, if cynical, knowledge of human nature. Those men and women knew man. Remember that even such a masterpiece as the *Maxims* of La Rochefoucauld consists of nothing but brief legends appended to pen portraits. Everybody wrote memoirs interspersed with "Thoughts," and this could not be done without constant attention to psychology, one's own as well as that of others. So, although no kindness could be learned from those circles, much else could.

Today the "world" is pretty impoverished in psychology. I doubt if its best is as good as what could be heard in La Rochefoucauld's kitchen. Your socialite cares little for psychology, and although spending his life with men and women he learns little about their motives and dispositions, because his one anxiety concerns whom he is above or who unfortunately is above him.

As usual with all strong sentiments, there is an odious magnetism in this passionate craving for superiority, and against it we should defend our dignity. Quiet flight is obviously the best method when one feels threatened like that with undeserved inferiority. When this cannot be used, another is available which will be found of service also when we are in opposition with anybody. We should never feel disputatious, and we should try to feel charitable toward everybody. But we can do something in the interests of truth. Either your opponent is nearer to the truth or you are. This can be found out by questions, by the Socratic method. If you find that the reaction to your questions is only shuffling and discomfort, smile and talk about the weather. The little humiliation will be useful. If, on the contrary, you are confronted with a really founded opinion, go on questioning till you elicit the conclusion as to which was right.

So much for what we can do in defense of our own dignity. Now what should we do in deference to that of other people?

In most cases it should be enough to bear it in mind.



Some people have naturally a slightly formal courtesy entirely different from that cold politeness whose evident intention is to put us in our places. This attitude is never seen to fail: no man can fall below himself when he is treated with exceptional respect. So, if in the occasional meditation I am recommending we plant deeply enough our desire to see the men and women around us on their higher level, the craving will gradually become part of our substance, and people who approach us will be conscious of it. Not a single word need be said, for if there is a practical certainty which we ought to bear in mind in all social contacts, it is that any strong conviction creates a magnetism, a latent but irresistible force. Few experiences revealing to us this inner force are necessary to make us feel that corresponding to it is the obligation to use it.

All of which amounts to the fundamental principle that if we appreciate human dignity sufficiently in others, we are compelled to cultivate it in ourselves—that is to say, our social contacts can only be ennobled if we have an interior life.

**B**UT what kind of an interior life should ours be? The answer is not complicated, although it sums up all spiritual books: "Do your very best."

Does that mean selling all our possessions and seeking perfection in the wilderness? It did mean that once, but not anymore. Today perfection is much more connected with our social action as citizens—that is to say, connected with our social contacts—than it is with our solitary development. We are expected to do something in the world and for the world. He is a feeble individual today who does not wish to spread a few noble ideas in no matter how restricted a circle around him. But he cannot do it, he cannot do his best, unless he *is* also his best, and once more we are landed on the necessity of living on our upper level.

Of course the world about us will try to banalize us with frivolity, with pleasures which are not real pleasures, or with fears of being called a prig, and many times it will succeed. That will only mean starting afresh, more methodically than we did before. Benjamin Franklin kept notebooks in which he entered his moral failures and the ways in which he broke his resolutions.

There is no reason either why we should not prepare ourselves for our daily social contacts. People rightly laugh at those of their neighbors who glance at *The Reader's Digest* before meeting company so that they may claim acquaintance with the book they have not read, but I would rather hear about even that chip from the workshop of culture than about the Cardinals or Leopards. Preparation means attention, and attention means success.

Austere? Frightening? It should not be. All this is nothing else than what the modern world constantly harps upon as its right—namely, self-realization, the other name for which is happiness.



## On Tending One's Own Front Yard

By Hendrik Willem van Loon

*Illustrations by the Author*

**T**HIS is an old story and you probably have heard it before. It is about the man who asked how the ants can be really as industrious as they are said to be when they also find time to attend all picnics.

I think of that every time I get my mail. We are supposed to live in a bustling world filled with hard-working citizens. We make a fetish of work. To call a man a loafer is as bad as to call him a coward or a wife-beater. Yet fully three-quarters of my mail consists of letters from unknown correspondents who find time to ask me to assist them in the pleasant task of reforming the world at large and several countries (duly enumerated) in particular.

Not that I am against reform. On the contrary! I am all for it. This world should be reformed. It needs all

Though hoary with age, the adage of charity's start at home holds equally true for the solution of problems on the world's doorstep.

sorts of reforms and it needs them badly and right now. But how am I going to do the work I am supposed to be doing (that I may pay the butcher and the baker and the man who collects the radio installments) if I spend 24 hours of every day attending these reform picnics which are now being held all over the landscape?

If the matter affected no one but myself, it would be of little moment, would be nothing but a personal irritation, like mumps or measles—very uncomfortable for the patient, but without any cosmic interest and thus not worth mentioning in *THE ROTARIAN*. But today every one of my colleagues complains of the same evil. They want to be busy at their own work, which they deem not only the



most worth while, but also of the greatest benefit to their communities. And so every morning bright and early they start forth upon their labors, but behold! an hour later the postman rings—and the rest of the day they must wrestle with the affairs of the world at large, as interpreted by well-meaning letter writers who think that our planet is in a pretty sad state and that something should be done about it by some sort of "collective effort."

We all, of course, respect the sincerity of these panacea dispensers, but a great many among us are beginning to doubt the adequacy and wisdom of the methods they advocate. I have therefore decided to discuss them in public, for I am sure that a great many readers of this magazine also face this same problem.

Now let us agree first of all and definitely upon one point with which no sane man can find any fault. Our present world is nothing to be proud of and sadly in need of a complete overhauling. To be sure, a few of our professional optimists still talk like the industrial tycoon who returns from a trip around the world and tells us that everything is still for the best in the best of all possible worlds and that all we need are stout hearts and fresh courage and just a few more billion dollars with which to prime the pumps of progress.

I know the type. I have met his kind often and everywhere. These harbingers of glad tidings remind me of

been a slight mishap (they would have referred to the Deluge in the same terms), but what of it? No real progress is ever possible without a few unavoidable setbacks. So have a cigar, my boy, and forget about it, and, above all things, tone down the incident in your paper—and remember that we are among your best advertisers.

But those of us who do not belong to the Guild of the Pink Spectacle are apt to see the present state of affairs in somewhat less roseate colors. We realize that pretty nearly everything is wrong that possibly could be wrong and that if we really want to save our civilization, we shall have to begin all over again and almost from the very beginning.

**T**HE question that faces us is a little more complicated than that, however, for we must try to discover how we can bring about those necessary changes without still further upsetting the badly dilapidated human appercept. Can we hope to do so by our individual efforts, or must we join forces with everybody and everything else and incorporate our endeavors into some vast limited company in order that the millennium may be brought about in the shortest possible number of years? I have long meditated upon this subject. I like to look out of my window when I am lost in such thoughts and it is the peaceful landscape beyond which provides me an answer.

Lest it be thought that this is a delicate hint that the reader pull up stakes and come to my town to find complete happiness, let me hasten to add that what I am now saying holds equally good for Durban, South Africa, and Ketchikan, Alaska, and for every city and hamlet in the vast stretches between. I am sincerely convinced that charity (as of old) still begins in our own back yards and that the only way in which we can ever hope to bring about a happier state of human affairs is by doing so first of all within our own bailiwick.

I do not happen to live in a rich community where everyone has enough money to keep the wolf permanently away from the door and out of earshot. Far from it! We are all quite familiar with that unpleasant beast and most of us have to work very hard to keep him at a safe distance. But if we succeed in doing so, I think it is due almost entirely to our individual efforts which become coöperative efforts only when it is absolutely necessary and which even then remain coöperative efforts on an individual basis.

For example, there is no law in my community which puts any of us under the necessity of making our own front yards as pleasant looking as possible. We can, on the contrary, neglect them to our hearts' content. We can allow an

individual piece of real estate to become overgrown with weeds and we can even turn "our property" into a scrap heap for old cars or tin cans.

But we don't happen to do so, and I think that we refrain because of an inner conviction that by best serving



*Gently the author raises the question of the long-famed industry of the ants, for they seem to find time to attend all the picnics.*

certain claim agents of railroads and travel companies whom I encountered many years ago when I was a newspaperman and used to be sent out to report major and minor catastrophes. How jolly they were amidst the ruins of their cars and locomotives! Oh, yes, there had

our own interests in the matter of a pleasant-looking community we also happen to further the interests of our village at large. In short, by each of us taking care of his little garden and by making it as attractive as possible, we create a neighborhood that is both good to look at and good to live in for all the inhabitants, rich or poor. If some of our householders prove exceptions (as there are always bound to be), very well, we accept them as an inevitable part of a world which harbors a great many strange customers, like any other ordinary hotel or boardinghouse. We are sorry, of course, but we do not waste much time upon vain regrets. That seems to be the way our world is run and there is little use fighting what cannot be helped.

Furthermore, experience has taught us that quite often it can be helped somewhat. Even the most obstinate enemies of fresh paint or well-kept bits of green grass will eventually experience a change of heart and one fine day behold! a few cans of fresh paint are delivered at the back door and the owner of the dandelions and the poison ivy has turned himself into an amateur gardener. Whereupon we stop for a moment and exchange the time of day and admire the man's handiwork.

Now please do not suspect me of any undue optimism. Both by nature and by training I am rather a follower of the opposite doctrine, which holds out mighty small hope for the future of the human race. A lifetime spent studying the follies of the past does not as a rule encourage much confidence in the innate decencies of that biped known to science as *Homo sapiens*. But if I am entirely honest with myself, then I must confess that, given just 1 percent of 1 percent of a chance, he is not quite so bad as we sometimes depict him in all his sorrowful cussedness and greed. And I have discovered that on the whole he will function best of all if we appeal to his sense of duty as a good neighbor, rather than if we go after him with Acts of Congress or orders issued by the board of selectmen. These are necessary, too, for the more serious aspects of life, and Heaven forbid that we should try (for the next few million years at least) to do without the policeman on the beat. But for all ordinary, everyday efforts to make our world a little pleasanter and a little more livable, I would on the whole prefer to rely upon individual action rather than upon any sort of mass action.

IN other words, the older I grow and the more I know about my fellowmen, the less I feel inclined to join those societies which release the citizen himself from his direct share of all responsibility by persuading him to join a society created and endowed and abundantly be-secretaried for the special purpose of bringing about those changes which thereafter cease to demand his own individual attention and to leave everything to a vague board of directors whose duty it is to take care of such things.

No—and here I answer a question that must have come to the surface in many a reader's mind—I would not lump our modern service clubs in this category. The truth is, they were long ago quick to recognize the soundness of the it-begins-at-home idea and they have given it force and direction. Helping their communities is one of



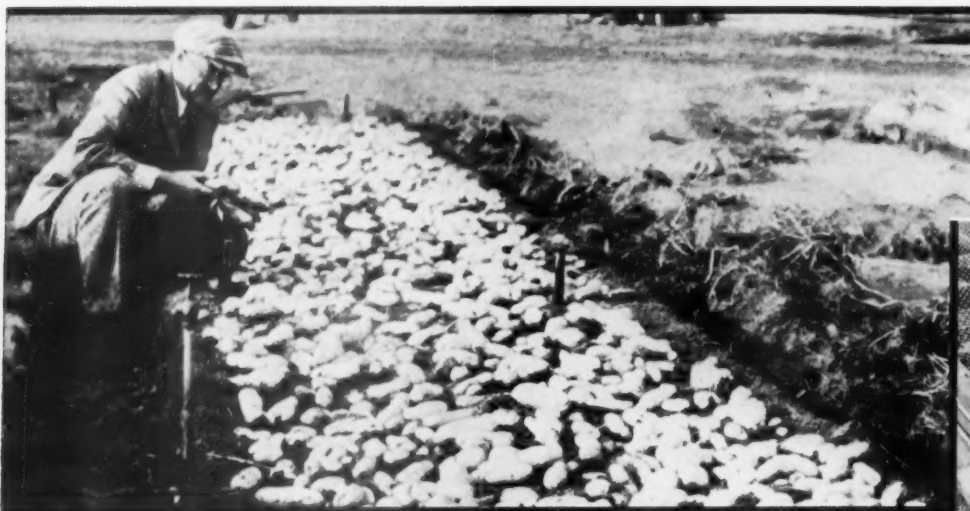
*Amid ruins of cars and locomotives there was still joy, for no progress is possible, said the agents, without a few setbacks.*

their first aims, and, as they may have done in your town, they do such things as line streets with shade trees and build public parks and swimming pools and sometimes see that Main Street gets its face washed. And I think they come even a little closer than this to the individual method I speak for. Rotary, for instance, puts its emphasis on the individual member, leaving his responsibility for reform undiluted by resolutions and "direct action"—by boards and committees and vocative leaders. It suggests he keep his own integrity and his own shop in good order, whereby both he and his community will profit.

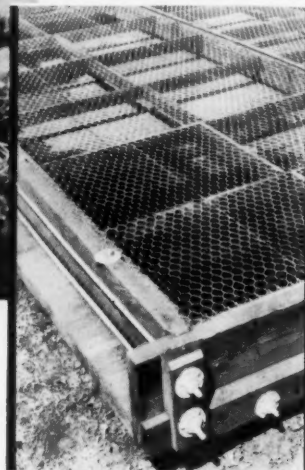
That's a pretty good plan for any organization. If all resolutions of a hundred societies I could name were printed in 6-point type and stretched from San Francisco to, say, Hong Kong—well, wouldn't that be dandy! One thing this good old world needs is more thoughtful opinionating by individuals and fewer stampedes.

If you want to reduce the particular point of view in which I see some hope to a short and eloquent sentence which might well become a world-wide slogan, suppose I give it to you:

If each one of us will take care of his own particular front yard, then we shall have a pleasant village in which to live; and a world full of pleasant villages would, I think, be a pretty decent one for most everybody.



*No soil was used by Dr. W. F. Gericke in raising this bumper "crop" of potatoes. The entire growth was in a tank of chemically enriched water.*



## Nice Clean Gardening

By Frank J. Taylor

**E**VERY once in a while, as you tour town and country, you will pass a soilless garden—rows of what resemble window boxes, but which are really tanks filled only with liquid, from which luxuriant plants grow thickly. You will realize, too, that you must be missing other such gardens, in back yards and even on roofs.

Hydroponics, "labor of water," as contrasted with geponics, or "labor of soil," got its real start in 1930 when Professor William F. Gericke, of the University of California, went systematically to work at growing plants in liquid, using tar-coated redwood tanks in his own back yard. This was in lieu of the university greenhouses, which had been denied him as involving a waste of taxpayers' money.

Other experimenters, to be sure, had grown plants in liquid, but Dr. Gericke was the first on record to burn a tomato plant, for instance, in order to analyze the ash for its chemical constituents, and then to carry on by feeding the proper raw chemicals into the water in the tanks. The plants grew by dipping their roots down into the nutrient solution through excelsior and peat (or excelsior and rice hulls) resting on wire netting. Soon Dr. Gericke's fence was lined with onlookers, gazing in astonishment at tobacco plants 12 feet high, at potatoes and onions piled in layers two or three deep, every one of them as shiny white as if scrubbed with a brush, and with not a weed anywhere in the garden.

Belatedly the university assigned Dr. Gericke greenhouses and materials and asked him to hurry up his formulas to satisfy an eager public demand. But Dr. Gericke felt that they were not sufficiently checked, and two other scientists were assigned to parallel his experiments and issue a bulletin to answer the more than 40,000 requests that piled up. Soon concerns up and down the Pacific Coast were offering the magic chemicals for

sale, often at outlandish prices, such as \$2 for 4 cents' worth of chemicals.

To some tank-garden enthusiasts the season has become 12 months long, Winter as well as Summer. In homemade greenhouses they pile up six or eight crops a Winter. In the same tank, before one crop is finished, another is coming on—onions poking their heads through cucumber vines, tomatoes pushing up above potatoes. Flowers, too—gardenias, sweet peas, nasturtiums, daffodils—grow profusely. There are even hydroponics garden clubs, one of them claiming 5,000 members, that swap experiences. Many high-school botany classes, too, use liquid culture in studying root growth, in checking plant blights by experimenting with the solution.

From the start Dr. Gericke's interest has been in the commercial possibilities of hydroponics, and he cooperated eagerly when Pan American Airways wanted a hydroponics garden at its important Wake Island base. A low sandy atoll with only scrubby desert plants, Wake depends on a supply ship that arrives only twice a year. Cargo space in the clippers is too valuable for long hauls of produce. But besides the staff, an inn has to be supplied. Even if sufficient soil could be brought in—it had taken the trans-Pacific cable company 50 years to import enough soil to Midway Island to grow vegetables just for the people stationed there—there wasn't enough water at Wake. Tank gardens, on the other hand, require less than a tenth of the water needed for soil farming. Further, each square foot of hydroponics area is estimated to equal five square feet of soil garden.

Gladly Dr. Gericke sent one of his students, Lamory Laumeister, to Wake Island. During the first half of January, 1938, he set up tanks and planted seeds. In the hot, clear sunshine they fairly exploded into plants. And disappeared—rats and frigate birds devoured them. The



young man started again, this time with tanks on stilts and with a wire-netting awning. In less than a month he brought his first salad greens (endive) to the Airways Inn—enough for 35 people—and shortly was supplying both inn and staff with vegetables and flowers, at a cost less than that of fertilizer alone in soil gardening. Tank capacity was then expanded tenfold, leaving a crop surplus to be sent by air express to Midway. Pan American now plans tank gardens for other remote bases.

With this demonstration Dr. Gericke's cherished dream began to seem less visionary, a dream that envisioned the desert areas of the Southwest of the United States, bathed in sunlight and free from pests, as the market gardens of the future. To advance this dream he left the university and now spends his time lecturing and helping set up hydroponics farms.

**T**HE first sizable commercial tank garden set up under his supervision was near Santa Cruz, California, to grow Winter tomatoes without soil in a greenhouse. Concrete tanks, each equipped with electric cables, controlled by thermostats, kept the nutrient at desired temperature, a temperature that was increased a few degrees at the proper time to speed up ripening. The tomato farm and its tomatoes were the pride of Santa Cruz—but the nightmare of the owners. Their power bill put them so in the red that they abandoned hydroponics entirely.

Quite the reverse was the experience of Ernest Brundin, who, likewise under Gericke supervision, set up 100 long tanks in a huge greenhouse at Montebello, near Los Angeles. The nutrient solution flows into the tanks at one end and trickles by gravity out the other, then to a sump, from which it is returned to the tanks by a pump. At the sump a steam boiler heats the liquid to 76 degrees and it cools only four degrees during its six-hour round trip. Brundin makes daily tests of the nutrient, adding enough ingredients to keep the stream in which his plants dangle their roots at just the right "pH," the scientific term for relative acidity or alkalinity. By watching operating costs and by hitting the top-price market with luscious, red-ripe tomatoes in mid-Winter, the Montebello "chemiculture" farm, as Brundin calls his plant, has made money from the start.

The California Packing Corporation, one of the largest farming companies in the United States, has two tank farms in which are grown tomatoes, peas, beans, and other vegetables—but not for use. Take tomatoes, for instance:

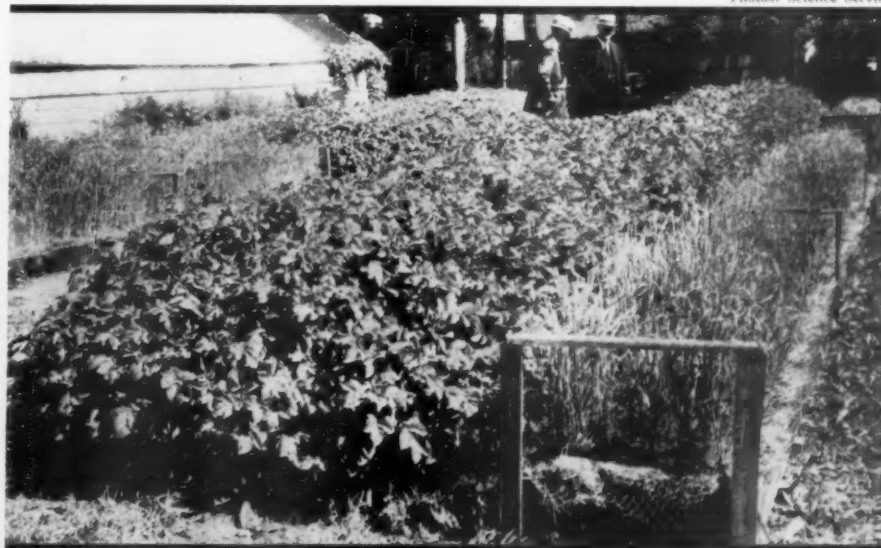
*Potatoes and wheat growing at a hydroponic farm. Plants are resting on wire netting, the roots suspended in water.*

What nourishment will produce better, more solid tomatoes for canning? It is easier to vary plant diets by soilless than by soilful culture. Having discovered what food plants need to bear shapely fruits, it is simple to supply that ingredient to the soil.

Similarly, the University of California now has thousands of trial plantings of practically every agricultural crop grown in the State to study the earmarks of malnutrition in plants and trees. Scores of trees, some several years old, grow in huge garbage cans filled with plant nutrient, and there are dozens of bearing orange trees whose roots have never touched soil. If a "shot" of boron or zinc or iron or copper banishes an illness, such as mottled leaf, from a citrus tree growing in a tank, then a similar shot in the soil will banish the same disease in an orchard, albeit more slowly. Some of these mysterious but necessary ingredients are found in the earth in such minute quantities that they cannot be detected by ordinary soil analysis. Adding a thirty-thousandth part of zinc may double the size of alfalfa plants without changing other ingredients at all. The experimenters hope to find the cause of most crop failures.

Hydroponics is no longer "a crazy California fad," and the University of California experiments have been paralleled in several other universities. The Purdue experimental station has developed the "Indiana formula." Rutgers has a "New Jersey formula," and both Illinois and Wisconsin have diet tables for tank-fed vegetables and flowers. Also the feeding technique is now simpler. The originator fed his plant foods into the solution in capsules, but now the chemicals are dropped loose into the liquid. An important recent discovery is that aeration keeps the nutrient more healthful, and a daily chore of the hydroponics enthusiast is blowing bubbles into the liquid with a hand pump or a syringe. Also he must watch the acid-alkaline relativity and feed less nitrogen on cloudy days, when the plants are off in their photosynthesis activities, meaning absorption of solar energy. There are plenty of tricky angles to the game, but it surely is nice clean gardening.

Photos: Science Service



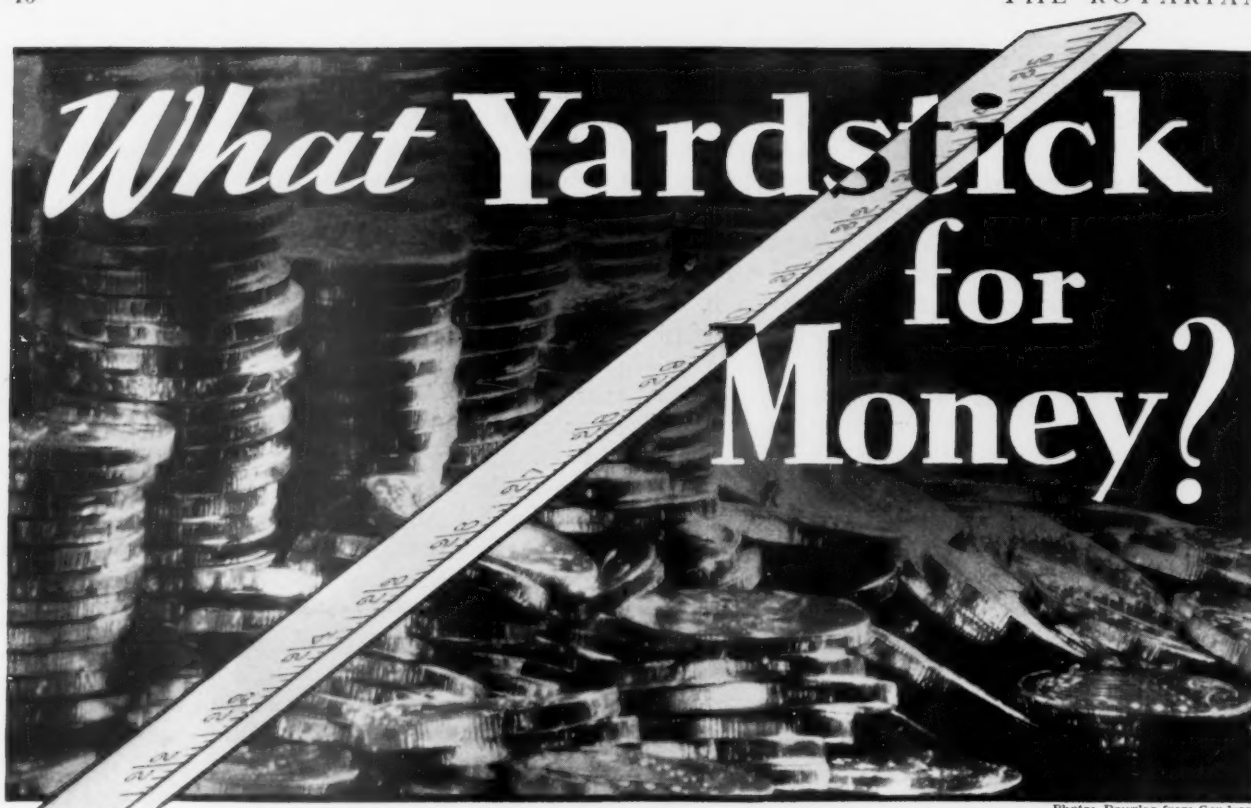


Photo: Douglas from Gendreau

An industrialist of world-wide influence, Sir Henri Deterding wrote the accompanying article shortly before his recent death. Two eminent economists of differing schools of thought—Melchior Palyi and William Trufant Foster—were invited to comment upon it. Their views, with Sir Henri's, are therefore presented in these pages as the symposium-of-the-month. Brief letters from readers are invited.—*The Editors.*

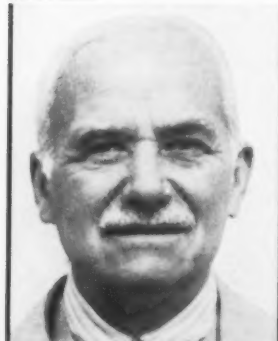
## *The 'Gold Mentality' Blocks a Solution*

### **Says Sir Henri Deterding**

*Late Director, Royal Dutch Oil Company*

**T**HERE cannot possibly be any doubt about the soundness of the idea that *not* in the preparedness to face attacks from other nations, but in the coöperation of nations to work together lies the only practical means of avoiding more wars.

Photo: Aeme



*Sir Henri Deterding*

lead only to financial ruin for any nation running madly after this "self-supporting" idea.

The ideal is that every nation should strive to utilize to the benefit of all and to the utmost capacity the natu-

ral advantages which each country is able to provide.

For the interchange of goods produced where natural conditions warrant cheap and first-class production, it is necessary that there be an international standard enabling every nation to measure the value of products of its labor. Such a standard naturally has to be a material which (1) remains the same for centuries and does not alter in weight or substance by storage; (2) appeals to the fancy of the public; and (3) is obtainable by every nation under fair conditions.

Now in the past such a standard or standards have been silver and gold—found or produced during the last 400 years in a ratio of about 14 to 1. Consequently, *silver*, by being 14 times as plentifully found as gold, and therefore 14 times as cheap, has been adopted by the most numerous (and, consequently, poorer) nations as standard. The richer nations preferred gold. Thus, by the ratio of 14 to 1 there was established a relative standard between poor and rich nations, enabling a free exchange of goods between all nations.

Unfortunately the bulk of gold production came under the control of one class of financiers who, by their insatiable demand for more and more money, and after obtaining practically the control of the world's newspaper press, set up an artificial demand for gold by cunningly destroying the value of silver in two ways: First, by decrying silver. This was done by falsely suggesting that enormous hoards of silver were kept in

China and India which, if prices were high, would inundate the whole world with this metal. Second, by persuading nearly every Government in Europe to do away with real silver coins, substituting tokens of half silver, and/or nickel. The silver, thus demonetized, was thrown on a market where demand almost ceased to exist. Consequently, the demand for silver being decreased, the demand for gold was artificially increased.

At present the facts are that although silver is barely produced in ten times as great a quantity as gold, the price has dropped to one-eightieth that of gold. Before the Great War, gold was about 84 shillings an ounce. The ounce has thus been pushed up to about 142 shillings, although the cost of production has remained the same as before the War—namely, about 60 shillings.

Now, even admitting for a moment (although the quantity available is anyhow not sufficient for such a procedure) that gold could be established as the sole standard by which to measure (internationally) labor, then it is only logical that such an international measure should not be made available at the enormous profit of over 125 percent to the producer of this metal, while the absolutely necessary grain is produced at almost no profit to the farmer. Thus, a product which is not absolutely necessary to the world is produced at more than twice its labor value, whereas grain, an absolutely necessary product, is allowed no profit just because it is measured by this absurdly high gold-standard value. One cannot help asking: Has the world become so obsessed by the gold mentality that it fails to grasp this absurdity?

Here is another absurdity: The world has been instilled with the idea that only *equal exchange of labor products is ideal*. At first glance this would appear to be logical. Unfortunately, it is generally forgotten that countries such as Germany, Russia, and later China and Japan have lost or never had any savings invested abroad to yield yearly interest to be used by capitalistic countries such as England, France, America, and The Netherlands as part payment for whatever they buy from the poorer countries in labor products.

Photo: Acme: Cartoon, courtesy Chicago Tribune



In order to create equality in capital, the poorer countries should be in a position to export more labor products than to import them. This would create a capital reserve for possible bad times.

If we wish for equal opportunities for all nations, then we must all *work* for equal opportunities. If *coöperation* is not achieved, then we are bound gradually to slide down to an equalization through *force*. This must mean misery to everybody. Is this civilization? Or is it back to the Stone Age, the ruler to be the one who is the strongest, most numerous, most resourceful?

## A Silver Basis Would Not Solve the Problem

**Says Melchior Palyí**

*Hungarian-American Monetary Authority*

**S**IR HENRI has argued that a price ratio of 80 to 1 between gold and silver is artificial in view of the fact that current silver production is only about ten times greater (in ounces) than gold production. That sounds



"Some Filling!" titled this cartoon—which it is. Housed in a Fort Knox, Ky., depository (left), it totals over 10 billions of America's yellow-metal supply. An open moat surrounds the structure.





Courtesy, Carmack and Christian Science Monitor

*A veteran of yesterday (right) on today's pay roll—brought back to work when gold prices moved up.*

logical to the layman and especially suggestive if presented, as Sir Henri has, with the additional statement that in the last 400 years gold was about 14 times more valuable than silver, the latter "being 14 times as plentifully found as gold."

I am afraid Sir Henri didn't look up the statistics. There was no such relationship between price ratio and the ratio of current production. For example, in the last two decades of the 18th Century, a total of 11,400,000 ounces of gold was produced, as against 565,200,000 ounces of silver; to a production ratio of something like 55:1, a price ratio of about 1 to 15 corresponded. And the price ratio between the two precious metals did not change substantially when the relative quantities produced became about 1:4 in the 1850s or 1:6½ in the 1860s. In other words, it made very little difference for centuries, for the price ratio of gold and silver, whether the second was produced in five times or 50 times the quantity of the first.

Why, then, did silver depreciate presently to the extent mentioned above and would have probably depreciated far more without the artificial support of President Roosevelt's silver-buying policies? Incidentally, Sir Henri didn't mention the Roosevelt policy, which is certainly not a natural element in the situation, while he has assumed sinister manipulations to be responsible for

the depreciation of silver. He has charged a class of financiers who are supposed to have the bulk of gold production under their control with decrying silver and with persuading European Governments to do away with "real silver coins." One wonders, for example, whether Chancellor Bismarck, who, in 1871, introduced the gold standard in Germany, belonged to the class of gold-controlling financiers with an "insatiable demand for more and more money."

The trouble with silver is not its present volume of output, nor even its "visible" supply, which is estimated at 16 times the world's gold supply. The real trouble is that it takes only a very minor rise in the silver price to make the silver production "shoot." For example, the artificial uplift of the silver price since 1932 from about 28.1 cents to an average of almost 45 cents (in 1937) has helped to increase the production of silver in that short period by about 90 million ounces per annum, which is far more than double the amount of the total annual gold production at its present peak. A slight rise in the silver price can raise silver production in an almost unlimited fashion, while even a 60 percent premium

through the devaluation of the dollar and of the pound did not succeed after five years in raising the output of gold by more than 20 million ounces. If we give the silver producers a substantially higher price, they can swamp the world with silver. Consequently, the law of supply and demand forbids to give them a higher remuneration.

Why is silver so sensitive to price changes in comparison to gold? Simply because there is far more silver than gold in this planet and in far more easily accessible locations. Moreover, gold is found only in so-called auriferous ores which have very little or no other metal content. On the other hand, more than half

the total silver production is derived from ores in which silver is merely a by-product, and lead, zinc, copper, or tin is the main content. One-third of the presently produced silver comes from ores the proceeds of which depend only up to 20 percent on their silver content. In short, silver is largely a by-product which is mined at almost negligible cost.

It was this new technological situation since the early 1870s which permitted an enormous rise in silver production and compelled mankind to restrict its monetary use. This is the reason why one country after another had to give up silver as a standard of value and why it has lost most of its function as a store of value as well. The fact that a slight rise not only in silver price but also in the price of the base metals of which silver is a by-product can greatly expand the volume of supply, while the opposite contracts that volume, creates enormous fluctuations in the silver market which disqualify silver

Photo: Acme



as a monetary metal. This by-product character of silver explains why in the 1920s while the silver price declined 10 or 15 percent the annual production of silver increased from 171 million ounces in 1921 to 261 million ounces in 1929. In a boom the prices of base metals rise, which raises the volume of their production



Melchior Palyi

and automatically increases the silver output; if we were on a silver standard, every boom would be further accentuated by this automatic expansion of the silver production. Similarly, every depression would be made worse by additional deflation of the silver production.

The silver mentality consists in overlooking these essential facts. Sir Henri is on better grounds when he

takes exception to the devaluation policy and the unjustified raising of the profits of gold mines. However, a large part of those profits is taken away by taxation; gold mining is a favorite source of public revenue. But the purpose of devaluation was not so much the profit of the gold miners as the raising of commodity prices, including those produced by farmers and by silver miners. If that policy did not succeed, the inflation-minded statesmen have to be blamed and not the gold mentality. The gold mentality is opposed to subsidies to gold mines or to anybody else. Its fundamental idea is to let the market decide and have the authorities choose the kind of standard which is preferred by mankind at large.

## ***A Competently Managed Currency Is the Answer***

**Says Wm. Trufant Foster**

*Director, Pollak Foundation for Economic Research*

**W**HAT we need, and have never had, is money which meets two major requirements. The first has to do with *value*; the second has to do with *volume*.

The first requirement is stability of purchasing power. Our greatest monetary need is money whose value will stay put.

Whether prices are high or low matters little. With prices twice as high, consumers can buy just as much as ever, provided wages and other income are twice as high. And business can proceed just as well on one price level as on another, once prices have become stabilized on that level, just as a ship can sail as serenely and swiftly on Lake Superior as on the lower level of Lake Huron, once the ship has passed through the locks. It is the process of changing levels and the frequency of the change that retard progress.

In short, the first requirement of the dollar is that it shall be a true standard of value.

Unfortunately, the gold basis of money never has made it and never can make it a standard of value. However hospitable we may feel toward the United States dollar, however glad we may be to let it work for us, we must admit that it always has had one failing. It is not "the same yesterday, today, and forever." At least it is not the same in purchasing power, and that, after all, is the only trait of money about which we care a continental. It is disappointing, to say the least, to lay away a dollar in the pink of condition only to find, when we take it out, that it has lost half its ability to carry home a basket of groceries.

As a matter of fact, the gold basis of money in the United States has never made it a standard of value. In 1896 the gold dollar would buy twice as much as the gold dollar would buy in 1913; but in 1920 the gold dollar would buy less than half as much as it would buy in 1913. At one time carpets came nearer than gold to being a standard for measuring purchasing power, in the sense in which the yardstick is a standard for measuring carpets; that is to say, the exchange value of carpets, in terms of boots, barrels, bread, and commodities in general, varied much less than the exchange value of gold.

Money on a gold basis is a standard of purchasing power for only one commodity—namely, gold. That is an advantage to dentists: they always know precisely how much gold a dollar will buy. But, unfortunately for the rest of us, it is almost always something else that we want to buy.

Why, in any event, should we expect gold to prevent fluctuations in the value of the dollar? In many periods the production of gold has not kept pace with the growing needs of business. At no time does the annual production of gold bear any known relation to the changing monetary needs of the world. The yearly output has always been subject to accidental discoveries and to various other unpredictable influences.

In short, gold has failed to insure a stable monetary unit in the past; and in the future its failure may be even greater.

Sir Henri Deterding was right in asserting that at one time the demand for gold was artificially increased. As a matter of fact, the mere adoption of gold as a monetary base artificially increases its value. The whole system is entirely artificial.

*William Trufant Foster*



All that applies with even greater force, and for the same reasons, to the use of silver. The stores of silver which have been kept by the United States Government so expensively and so solemnly for generations have no more to do with the purchasing power of a silver certificate than the monkeys in the Washington Zoo. The

amount of silver which the Government buys, supposedly for monetary purposes, is determined by the pressure exerted by representatives of silver-producing States.

Speaking of gold, how absurd seems to us the custom among certain savages of wearing gold rings in their noses. Why doesn't it seem absurd to the savages? Partly, perhaps, because they don't know they are savages. But more certainly because they are used to the custom. That is the only reason why the people of the United States cannot see the absurdity of paying dearly for most of the monetary gold supplies of the world, by arbitrarily fixing a high price for gold

and then burying the gold in costly vaults and there keeping it, at great expense, for no purpose whatever. As we have seen, these huge stores of metal, theoretically worth so many billions of dollars, would not keep our paper money stable in value, even if the paper were redeemable in gold on demand. As it is, what the world is now doing with its treasures of gold is merely a comedy of errors. The monetary gold in the United States would serve the country's monetary needs just as well if half of it were used to put rings in the noses of all the wild men and women of Africa.

Sir Henri Deterding seems to be in error when he says that the standard of money has to be a material. Since the United States abolished the gold standard and substituted no other material standard, the value of the dollar has been more stable than in several former periods when the gold standard was in use.

To meet the second requirement of money, the volume must be such that consumers buy the available output of commodities and services at individual prices which leave the general price level about where it is. The needed volume is not guaranteed by the gold basis. This is proved by the official statistics of every country which has ever relied on the gold standard. In the United States, when all its money was on a gold basis, billions of dollars were added to the circulation when more money was harmful, and billions were lost from circulation when more money was sorely needed.

How could we expect anything else in the future if our currency were on a gold basis, or a silver basis, or a basis of gold combined with silver? Or, for that matter, on any other kind of commodity basis? The supply of circulating purchasing power in the United States is determined now chiefly by the action of individual banks in creating bank credit, since, as everybody knows, over 90 percent of the circulating purchasing power of the United States is in the form of checks on bank de-

posits, and not in the form of coins or printed money.

Under this system the volume of purchasing power expands quickly, to a large extent automatically, and sometimes riotously and dangerously, when there is general optimism about the future of business; and the volume contracts just as quickly, and automatically, and just as dangerously whenever the bankers and borrowers are pessimistic. In short, the supply of money, with or without the metal basis, is left subject to the action of individual bankers who could not, even if they would, carry out a collective policy aimed to enable the flow of money to keep pace with the flow of commodities and services.

"Why do we have hard times?" wrote a lady

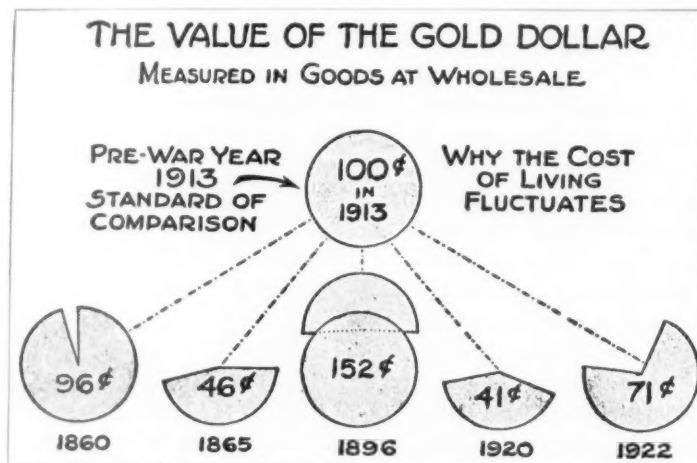
reader to the editor of the *Brunswick Pilot*.

"Lady," answered the editor, "hard times is a period when people quit feeding the cow, and wonder why she gives less milk."

There are learned treatises on business depressions which say less than that. It sometimes seems as though scholars, by close and persistent study, finally contrive to see everything except what is perfectly plain. Nothing seems plainer to the plain people than the fact that they cannot keep on feeding dollars to business unless they have the dollars. And without the dollars, business cannot keep on producing wealth. The dollars will flow into the right channels fast enough, and not too fast, only when competent authorities manage the currency solely for that purpose.

Why all this fear of a managed currency? Every currency is a managed currency. It does not just happen. The only question is whether currencies shall be managed intelligently, or as we have managed them throughout the world for many generations. But isn't it possible under a managed currency to have disastrous inflation? Certainly it is possible, just as it always has been possible, when nations have relied on gold or on silver. The choice before each nation is between a system which *certainly* has gone wrong, over and over again, and one which *possibly* might go wrong.

In the United States the present waste of men, money, machines, and materials is such that we can no longer rely on the gold standard or the silver standard without risking all that our form of government holds dear. We should create, by collective action, enough currency and credit to enable consumers to spend enough to enable producers to operate machines and employ workers. We should not weakly delay action because there is a possibility that if we created enough money for the purpose, we might create too much. The cows of commerce are now suffering from monetary malnutrition.





# A Challenge to Management

By **Samuel N. Stevens**

*Dean, The University College, Northwestern University*

**B**USINESS in the United States is in the position of the luckless farmer who left his barn door open and came back to discover many of his horses gone. Certain prerogatives of management have escaped through the open door of indifference and lack of foresight, and now, in trying to recover the losses, business has discovered many of its traditional privileges over in the Government pasture, enclosed by a charged wire fence. Many horses did not escape, but the door is still ajar.

Since the loss has been gradual, few executives realize how many of their privileges have been taken away. Even more important, if business is to profit from the past, one must understand *why* this rash of restrictions, laws, and binding agreements has come into being.

About a quarter of a century ago, industrial health and safety laws began to appear on the statute books of the individual States. Medical facilities were required; sanitation minimums were defined by law; light and ventilation were specified; safeguards had to be provided for dangerous machinery. Farsighted business leaders were not greatly affected by the legislation, for they had already organized their factories on sanitary and safe lines, yet the introduction of these laws meant that management had lost a significant control.

Newspapers of that period carried stories of belligerent noncooperation by some industrial organizations, of "chiselling" and avoidance by others, and of money spent in lobbying to prevent further legislation aimed at improving conditions of labor. Yet these laws have been expanded and the range of their influence extended.

Had management consistently taken into account its social responsibilities, and if there had been some effective way of disciplining its backward associates, there would have been no need for the laws which now actually dictate working conditions.

Slightly earlier than health legislation were workmen's compensation laws. Management was forced to accept a large responsibility for the care of men and women who suffered a loss of usefulness as a result of work hazards.

For years some enlightened business concerns had cared for those injured on the job or those whose abilities had ceased to be sufficient due to the wear and tear of the work process. The great majority of organizations, however, made no preparation to care for such workers and refused to accept liability for them. From that attitude resulted the mass of legislation under which management must function if it is to function at all.

*"I do not believe," says the author, "that the power of creative leadership has departed from business. . ."*

If American businessmen would regain the leadership they have almost lost, they must work to anticipate future social needs.

Labor organizations, as such, are no new thing, but the last quarter century has witnessed their tremendous growth in the United States. Until a few years ago the power of these groups depended on the strength of the individual group and the need which management had





*"Such leadership would eliminate industrial unrest by establishing a new kind of partnership between business and labor."*

for the workers who belonged to them. Recently laws have been enacted which give these groups, under certain conditions, authority originally belonging to management. Some decisions of organized labor now have the force of law. Under the National Labor Relations Act, management is told with what groups it may deal. Under conditions of collective bargaining, organized labor not infrequently writes the rules under which management is to operate. Often it determines who shall work (using the law of seniority), how much shall be paid, hours of labor, and rates for overtime activity.

In October, 1938, Federal legislation setting up minimum standards of wages and hours for more than 11 million workers in the United States was put in force, thus removing another area of control from management.

Finally, the problems of old age and unemployment, which have always been with us, have been given legal interpretation. Social-security legislation requires business to share the cost of guaranteeing security to workers in their old age, as well as to anticipate and protect employees against unemployment or physical disability.

As was true of the other phases discussed, many social-minded business leaders had already met the problem. They had established programs for the retirement of their aged workers and had methods of insuring their employees against seasonal layoffs. But relatively few had done so. In fact, prior to the time of governmental action, fewer than 2 million workers were participating in voluntary company plans.

Now that management has progressively lost control over conditions of work, rates of pay, hours of work, the security of the worker in his job, and, to some extent, who

shall work, what authority and responsibilities remain? If the present trends accelerate (as they have in recent years), what will be the function of management in a few years except to supply capital?

If occupational shifts mean anything, we can anticipate still stronger organization among workers for the purpose of controlling management. In 1880, 50 percent of all workers in the United States were engaged in the extractive industries—agriculture, forestry, fishing, and mining—compared with 22½ percent today. Except mining, none of these industries lends itself well to organization of workers. In 1880, about 25 percent of the workers were in the manufacturing and mechanical industries, compared with some 35 percent today. Here labor organization had its early roots and has had rapid growth. In 1880, slightly less than 10 percent of the workers were engaged in trade and transportation. Today more than 20 percent are in this field, and the groups are more highly organized than many others. In 1880, 2 percent were in clerical occupations, compared with 5 percent today. A decade ago there was scarcely any organization here; now there are strong groups. There have been no significant changes in the number of people engaged in professional and permanent public services, although recent trends in governmental activity may result in the employment of almost as many by government as by trade and transportation. Here external organization is already making its effect on the Government itself.

These data emphasize the changes of the past 50 years and indicate the direction they are likely to take during the next half century. If the diagnosis is correct, there will soon be no such thing as a free labor market, and the

days of competitive buying of labor will be history only.

How, then, does all this challenge management?

In the first place, management should mean leadership and direction. Do these trends in government, legislation, and labor indicate that our business leaders are no longer competent to assume leadership? Have our economic problems become so complicated that only a socialized and legalized approach to them is possible?

Personally, I do not believe that the power of creative leadership has departed from business and industry. Neither can I accept the principle that extensive socialization of control will produce more in the long run in social outcomes for the workers or the United States as a whole. But I am equally sure that the old, mechanical, nonsocial point of view which formerly characterized personnel policies of management is no longer tenable.

The *laissez faire* methods of selecting, training, and supervising workers will not do. Arbitrary application of management policies without respect to the opinions and attitudes of the workers can no longer be tolerated. Techniques exist today which effectively select workers for jobs. Training methods exist to aid management in adapting workers quickly and with increasing efficiency. Psychotechnical tests can discover workers' attitudes and needs, and can guide management in educating the workers to understand and accept points of view basically necessary for economic or institutional reasons.

Developing a positive personnel program costs money, but it saves more than money in the end. It returns to management an aspect of leadership it has almost lost.

Secondly, business must re-define the objectives of management control. Only the most narrow-minded conservative would say today that the main business of management is to create a profit. While this viewpoint has never been widely held, it has been sufficiently articulate to have caused much of the current maladjustment.

Some farsighted business leaders discovered long ago that profit is a sure secondary effect of good management, but the primary effect is to produce good merchandise by happy, loyal employees. They obtained this primary effect by taking both the public and their employees into their confidence. They found what the public wanted and needed and the prices that it would pay. They discovered what their workers needed in order to derive a growing sense of personal worth-whileness from their jobs. Thus management sought to produce merchandise as a means to two ends: (1) the creation of a work situation which gave security, satisfaction, and recognition to the employees; and (2) the distribution of a product at a price

which would bring a reasonable profit to the maker.

Not long ago a large retail store in Chicago became concerned about the attitude of its employees. The management wanted to develop potential executive material from within the business. Extensive research gave startling results. The management was astounded to discover that 82 percent of the employees were not interested in getting a better job than the one they held. They did, however, want recognition for work well done in terms of both money and social approval within the organization. In the small percentage interested in improvement were significant human resources not previously recognized. Training was provided for those desiring advancement, and institutional recognition was given workers interested primarily in increasing efficiency on the job. Increased production, better morale, and greater mutual understanding were immediate results.

Third, management is challenged to provide security for workers. Government data and research by universities and several foundations indicate that a minimum subsistence wage for a man and wife and two children is approximately \$1,400 a year. Even on this income, the contingencies of illness, birth, death, and old age cannot be completely anticipated. Yet recent information shows that well over 60 percent of the wage earners in the United States receive less.

Somehow management has never seen fit to explore systematically its wage scales in terms of the minimum requirements of a barely decent life. Is it any wonder that millions of men and women have turned from their employers to other channels to seek relief from what they believe to be intolerable conditions? I believe it is practical for business to guarantee the average worker a minimum of 40 weeks' work a year, and to adjust wages so no employee with a family would receive an income below the level upon which decent living depends.

If these three challenges to management—social leadership, social objectives, and social responsibilities—are accepted, then men in executive positions will take aggressive leadership in developing a new day economically and socially. Such leadership would eliminate industrial unrest by estab-

lishing a new kind of partnership between business and labor. It would create real security, not of social-security numbers and unemployment insurance cards, but of programmed work. People would regain habits of self-reliance and self-sufficiency which anxiety and suffering have caused them to lose. Instead of a world calling for new leaders to save it from destruction, we shall have a new day of order, peace, and prosperity. These things can come if business leaders accept the larger responsibilities inherent in their place in the economic system.



Illustrations by  
Donald Mills

*Old-age security—business must share the cost.*



# As the Boss Sees You

By Wm. Moulton Marston



Whom must you please? A department head, a division manager, the president, the board of directors? Almost everyone is an employee—hence must please someone. On page 60 is a self-inventory—based on factors personnel directors deem vital in working with others. Try it on yourself—then on your employees.—*The Editors.*

**T**HAT canny Scot Robert Burns visioned a serious human deficiency in everyday living when he wrote—

*Oh wad some power the giftie gie us  
To see oursel's as others see us!  
It wad frae monie a blunder free us,  
And foolish notion.*

How vital a human need the Burns invocation expresses becomes evident from the results of a recent psychological survey in which I asked more than 10,000 people to rate themselves on qualities which personnel officers of leading corporations regard as essential for success in business. Comparing these self-ratings with judgments made by superiors and fellow employees, I found that 82 percent of the individuals rated themselves much higher than they were rated by friends and business associates. Fifteen percent rated themselves considerably lower—they were the victims of inferiority complex. Three percent recorded a personality picture of themselves approximating the judgments of other people. In short, three persons out of 100 see themselves as others see them in business; the remaining 97 gaze upon themselves through ego-colored glasses.

Behind this inability of the average person to understand other people's opinions is an unwillingness to do so, a deep-seated determination to assert oneself over others and never permit them to exert control over you. In short, there exists a widespread delusion that success is attained by leading others; never by following someone else. The truth is quite otherwise. Happiness and success are far oftener achieved by becoming a good follower than by striving frantically to be a leader. The world needs many more followers than leaders and, consequently, yields its rewards more readily to those who know how to take orders. Moreover, willingness and ability to follow furnish one of the best possible and most practical preparations for future leadership.

These are lessons which should be learned through such types of comradely association with one's fellow humans as school life, participation in sports, social and business organizations, and especially that combination of noncompetitive good fellowship and community service which Rotary Clubs offer. But the average individual, unfortunately, refuses to be led, and therefore never gets an opportunity to lead.

The ten groups of business abilities in my inventory (see page 60) represent a sort of psychological summary of rating scales and personnel tests used by leading commercial companies and banks in estimating the efficiency of hundreds of thousands of employees. I have arranged these traits in the general order of their evaluation by a majority of personnel departments.

A successful business career boils down to this: the



worker must master his own job thoroughly ("Dominance over Job") in such a way as to please his business superiors ("Submission to Superiors"). He must compete aggressively and courageously with his rivals ("Competitive Ability"), but at the same time he must coöperate with them to turn out a maximum group product ("Teamwork Ability").

Business is enlightened self-seeking controlled by the necessity to please other people. To keep from landing in jail, or at least from being fired, an ambitious worker must develop his social-control traits before turning loose his self-seeking drive. Submission to superiors is and always will be the first business trait which everyone must acquire. Submission by no means implies servility, a boot-licking attitude, or a "Yes-man" technique, but it does mean the ability to understand the boss's point of view and the willingness to be governed by it.

**T**HE tendency of the average person is, naturally, to think more highly of himself than anybody else does and, consequently, to follow his own dictates rather than those of his superior. Nor can this inclination be cured by harsh reproof or arbitrary rejection of his efforts. The only real remedy is psychological enlightenment, imparting to the self-willed and secretly rebellious employee an understanding of *why*, in his superior's opinion, his work is not satisfactory. This takes time and patience which few business executives possess. But until the ambitious worker learns somehow or other to evaluate himself through the mind of his chief, he is likely to be more bother than benefit to his employer.

I sat in the office of a leading business executive in New York City when Ralph T., one of his assistants, brought in some reports. I recognized T. as an energetic young chap of my acquaintance. The chief glanced at the reports and swung sharply around in his chair.

"Did you get 7-40s on these from our field men?" he snapped. "No? I thought not! Well—take 'em back and get 7-40 forms on every one of them."

"But, Mr. Pound," the young man argued, "I had personal letters from our field men. They're much better than 7-40s, more complete—"

Pound jerked his head and Ralph T. went sullenly out. "You recommended that young fool to me," complained the executive, "and I don't know what I can do with him."

Then he explained to me what he hadn't wasted time explaining to Ralph—his very sound reasons for preferring the information obtained in 7-40 forms to that gleaned from personal letters. "Young T. will never get anywhere," he concluded, "until he realizes what is so evident to me: that he knows nothing about business!"

Later that day Ralph came to see me. He was very proud of himself. "I put a good one over on the chief," he boasted. "You know those forms he mentioned—I filled them out myself instead of waiting a week to communicate with our field men."

I asked him how he stood with Mr. Pound and he said, "Swell! He's a domineering old coot, but I produce better results for him than any other man in the office and he realizes he couldn't get along without me."

The following month Ralph was fired. Had his employer found time for a frank, kindly talk with Ralph he might have given him some valuable pointers on

*"Until the ambitious worker learns . . . to evaluate himself through his chief's mind, he is likely to be more bother than benefit."*

Illustrations by  
George van Werveke



what other people thought of him, and, incidentally, he might have created for the business an efficient employee.

There is another cogent reason for training business workers in the ability to understand what others think of them. And that is the fact that so much bitterness and emotional conflict at present result from the rating of one individual by his fellows.

It might be supposed that the efficiency with which an employee handles his own job could be measured with little or no reference to human opinion. But no one has yet devised a purely mechanical rating system except for the more routine types of shopwork. The usual method is to have the speed, accuracy, and quality of each individual's work judged and recorded by his superiors. Such a system too frequently permits a rating based upon the personal equation rather than upon the worker's actual accomplishments.

Mark B., for instance, a legal clerk who toadies to his chief, invariably receives the highest efficiency rating despite the sloppiest sort of work. Jack D., an exceedingly able young man at the desk beside B.'s, has never been rated more than "average." Marie T., a dazzling blonde secretary in another large office, gets top-notch ratings regularly though she cannot spell and is quite ignorant of high-school grammar, while several other girls who per-

form similar duties with trained skill receive mediocre percentages on their semiannual personnel reports.

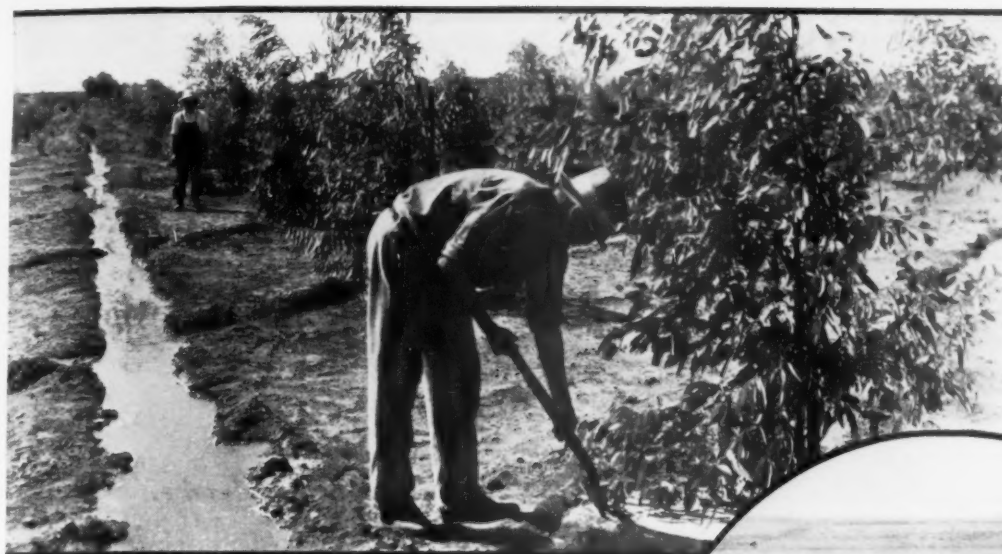
But this system of rating is a fact which must be faced. It emphasizes once more the value of teaching employees to see themselves as others see them. Workers who lack this ability regard their raters' prejudices as sheer villainy. The result is an unhealthy crop of private grudges, dissatisfaction with the job, and criticism of the management, which is all the more bitter because it cannot be voiced openly. The individual who does understand why his superior gave him a low rating almost always improves it.

Ethel Ralton was a well-trained, conscientious research worker. She probably turned out half again as much work as any other researcher in the large office in which she was employed, yet for years other girls received higher ratings and larger salary. Ethel was a hopelessly defeated person until she began to study the boss's point of view. A careless but very pretty girl was recommended for an increase in salary while Ethel was ignored. Ethel, in desperation, began studying the other girl's technique. She noticed that the girl dressed very carefully, choosing colors and costumes to please the chief of their division. Ethel then studied herself and discovered that she had become sloppy and careless in her dress. She took \$200 from her savings account and bought herself a new outfit. She began patronizing a beauty parlor regularly, giving careful attention to face, hair, and hands. She created frequent opportunities to visit the chief's office and talk to him about her work. After six months of patient adaptation to her chief's ideas and predilections, Ethel won a substantial increase in salary. Later she achieved a promotion which gave scope, for the first time, to her unusual research ability. She had discovered the key [Continued on page 59]



*Ninety-seven out of every 100 persons, the author's survey shows, view themselves through a pair of ego-colored glasses.*





*It was on eroded areas like this below that a fight was begun three years ago to repair the ravages of man and animal in and near Broken Hill, Australia. A wind-bitten region is now a park (left) where irrigation, trees, and flora speed the regeneration.*

## Saving Soil at Broken Hill

**By A. J. Keast**

*General Manager, The Zinc Company Limited  
Broken Hill, Australia*

**G**IVE a man a horse he can ride" runs a lilting refrain. I like to paraphrase that line to "Give a man a job he can do"—and then watch him do it. Maybe he will work it out in one way. Or perhaps in another. But he'll find a way—if he has the will—and from it will come rewards not only to him, but also to others. For it's surprising how men like to tackle problems which challenge their ingenuity. And it's more surprising how they will—when they comprehend the need of solution.

Does this seem a high-sounding way to introduce a little story about saving soil at Broken Hill, mining town in the near-desert of western New South Wales, Australia? Perhaps the introduction will justify itself as we go on. Let's see. . . .

The drabness was depressing. Drifting red sand was an unspeakable nuisance. It buried fences, cluttered up streets. A huge works and office rebuilding program was undertaken by one zinc company, and since millions in minerals had been taken from the town, the owners desired to do all they could to make life more agreeable for people there, and to that end planned gymnasiums, swimming pools, a social hall, shower baths, air-conditioned rooms for changing work clothes, and so on. This desire was one factor in the situation.

But there were others. The site chosen for the new works was on the western edge of town, at the south-western end of the hills forming the "line of lode." The spot was fully exposed to the prevailing south and west winds, with no protection of any sort for miles. Mine cottages near-by, their fences half buried, furnished an idea as to what might be expected, come windy days, if



nothing were done within the relatively near future.

So on the evening of May 9, 1936, three men sat talking. Two of them had just met for the first time. The new manager of the company had wondered whether it might be feasible to plant trees to protect the works and improve living conditions; and a mutual friend had introduced Albert Morris. All the work that has been done since then has stemmed from that meeting.

Mr. Morris, it developed, had given this very problem a lot of thought. His home was on the outskirts of town, in one of the worst affected areas, dust blowing over everything at the least hint of a breeze. He had spent many years, entirely on his own, studying wind erosion in general and local conditions in particular, and had experimented with dry-country plants, native and from overseas. He knew a good deal about what ought to be done to halt the blowing, and to reduce if not remove the cause of Broken Hill's drabness and indrifting dirt.

"It's a man-made evil," he argued. "If it's attacked boldly, much can be done to stop it. We have the plants to do it, right here in Australia."

"What is needed, then?"

"Money, first."

"For what purpose?"

"To build fences—to propagate trees and shrubs—to



*The dust's dance with the wind in this area (right) is over. Trees and soil-snaring grass (left) brought it to a close.*

make plantings. But we must have the necessary funds."

It was agreed that the money could probably be found. And Mr. Morris, for his part, agreed to contribute liberally of his time, knowledge, and experience to further the work.

One of the first and most ambitious undertakings was a plantation of about 20 acres, which is now known as Albert Morris Park. It was fenced with a galvanized-iron fence on three sides, too tight for the smallest rabbit to get through, and with a rabbit-tight wire-netting fence on the side nearest the works. The first plantings were made in October, 1936. They consisted of a double row of saltbush (*Atriplex nummularia*) planted like hedges along the windward side of the plot. The idea was that if the fence should get buried with sand, the saltbush would tend to halt further encroachment. Saltbush is especially good for stopping sand drift, because it continues to grow as long as a few sprigs remain above ground.

**S**EEDS in great variety were planted at Mr. Morris' home. Nurseries were established at the mine. The details of tree selection and planting are technically important, but need not detain us in this article. Suffice it to say that many of the trees in Albert Morris Park are already 15 to 20 feet high, and average well over 12 feet. Altogether there are more than 2,500 of them in this 20-acre area, and so well was the work performed that only three had to be replaced. There are about 18 different varieties of gum tree and 13 of wattles, as well as black oak, *Myoporum*, bullock bush, tea trees, and many more. They are growing gracefully and green in an area that two years ago to the eye seemed utterly barren. Watering of the trees is done with waste water from the showers and septic tanks.

Smaller plots have been planted elsewhere in similar fashion. The roads into the works have been planted with avenues of trees.

Early good results proved to be only a whetting of the appetite to do a bigger and better job. The coöperation of other mines and of the Municipal Council, therefore,

was obtained, and a belt of land half a mile wide outside of town was fenced into paddocks, the fences being tight enough to keep out rabbits, and strong enough to keep out stock. These paddocks were called regeneration areas. There was no idea of extensive tree planting here, nor of intensive work of any kind. We were going to let Nature do the work.

The purpose was to let the land rest, to keep it entirely free from stock which, in a hungry and thirsty land, eats any young growth as soon as it shows itself. It was hoped that by doing this the natural vegetation would come back. To help a little, single furrows were plowed at wide intervals. This was done to break up the wind-scalded area and afford a place for seeds to collect and germinate. In some of the plots, seeds were scattered; in others, the work was left entirely to Nature.

Fencing of the paddocks was finished only a year ago, but already the grass is waving two feet high over a large area. In some places it looks almost like a planted crop. This on land that previously was as bare as a beach! It is surprising how many different plants are coming back under the simple protection of a fence.

Quite briefly, that is the account of what is being done at Broken Hill. Offhand it would appear to have only local significance. A little more green to look at in a drab mining town. A little less dirt to eat and breathe. Well, there is that. But we have learned that we may also have contributed toward saving the central portion of the Australian Continent from becoming the man-made desert that it has threatened to become . . . because of wind erosion and overstocking.

Soil conservation has attracted attention as a world-wide problem. It has had an enormous amount of attention in recent years, particularly in the United States. It is perhaps not so serious a problem yet in Australia as it is there; nor, on the other hand, have we made so much progress with soil conservation as the United States.

Consider our problem. The interior of Australia has a limited rainfall, in some places as little as five inches a year. There are parts of the United States that have no

more. But before white men came, animals, vegetation, and the available moisture were able to maintain a fairly stable balance. There was probably no serious soil blowing. But then one day the first sheep stepped ashore at Sydney. Merinos, they were. They sampled the climate and the grass, and approved of both. They have been prospering amazingly ever since. They took the country, developed into a finer breed than when they came, and added a productive source of necessary goods and so of wealth to Australia's list.

**T**O use figures for comparison, Australia has an area of just a few less than 3 million square miles; the United States, just a few more than 3 million. Australia has a human population of about 7 million; the United States, about 130 million. The United States has a sheep population of about 51 million; Australia, 115 million!

Sheep, as I say, took the country. Great flocks were built up, many of them numbering tens of thousands. The balance that had been established between animal and vegetable life, and climate, was upset. Many areas were overgrazed. One grazier near Broken Hill has said that the carrying capacity of the West Darling country has depreciated 50 percent and in some places more. In another district three stations (ranches) used to carry 268,000 sheep; now they can carry only 35,000. The grass simply isn't there for so many of them.

If it were merely a matter of reduced carrying capacity, that might not be so bad. The stations would adjust their flocks to the available grass. But that is not all. As the vegetation gets thinner and thinner, the wind is able to bite at the soil and blow it away. There are places where roads and railroads have been covered entirely by drifting sands. And upon occasion we have come to know the meaning of dust storms worse than those of the famous Dust Bowl, "black blizzards" which hide the sun. Some of our precious soil has been carried out over the Tasman Sea as far as 2,000 miles. That is the threat: that our soil will go, and then our grass never can come back, or at least not without huge expenditures and long delays.

Sheep are one reason why the animal-vegetative bal-

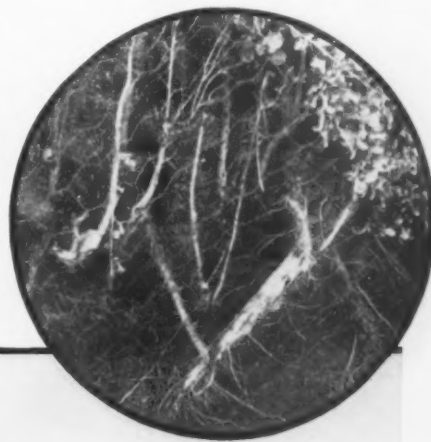
ance has been disturbed. Rabbits are another. They, too, are not native. They were introduced many years ago. And they, like the sheep, found a congenial land—especially so since here they found no natural enemies. Their numbers increased amazingly, and are now past counting. They, too, help to overgraze the country, making it an easy prey for the wind.

Australia has begun to wake up to her great danger. That is why the regenerative work in Broken Hill is being watched very closely by our agricultural experimentalists. Many of them have visited the area to see what is being accomplished. Already, if nothing more has been done, a method has been explored, and a fact established: this land, threatened, has amazing recuperative powers if protected and let alone.

Oddly enough, I understand that the same conclusions have been arrived at experimentally and independently in various areas in the western parts of the United States, where it is becoming common practice to rotate grazing, so as to let portions of the pasture land rest periodically. I understand, too, that when this is done systematically, the carrying capacity of the land is increased in the long run, even over its natural state.

We did not set out to solve national wind-erosion problems, and it would be easy to claim too much for what has been accomplished. We did set out to relieve some of the drabness of Broken Hill, and that we have done. Our scanty plantings and fencings, of course, will not stop big dust storms that travel over long distances, but they do prevent every windy day from being also a dusty one. That, we say, is a worth-while achievement.

*Hardy salt-bush planted beside a fence (right) helps prevent a soil shift. . . . The result of its use is apparent in these before - and - after pictures.*







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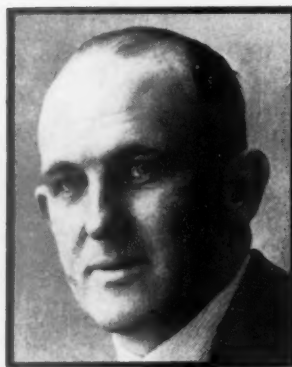
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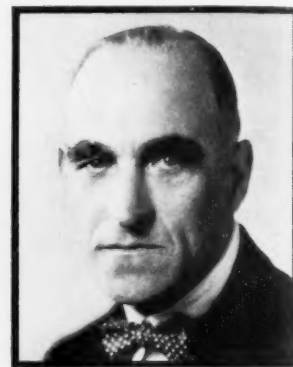
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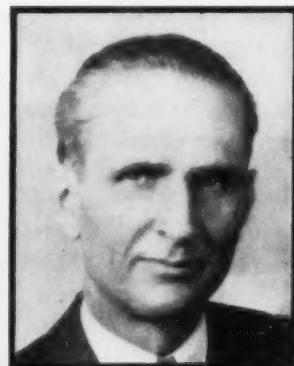
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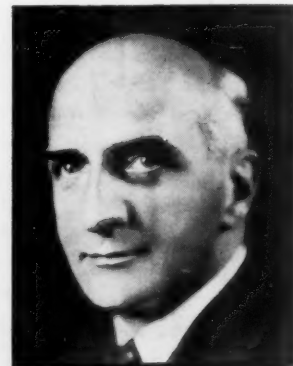
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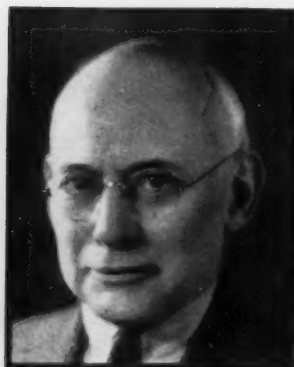
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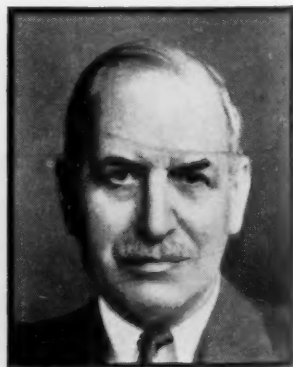
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## The New Officers of Rotary International

# Meet Your New District Executives!

**H**ERE, among the 147 Rotarians elected District Governors or Representatives by the Cleveland Convention, is the man who will supervise the Clubs in your District during the incipient Rotary year. He is now at work, blueprinting his District Assembly, mapping visits

to all his Clubs, studying new-Club possibilities, raising some District goals. An interlock among all the Rotary Clubs in his District, he is also the link between his District and Rotary International. Rotary gives few heavier assignments than his. He is indeed a Rotary key man.

Nicol Smith



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HAMILTON, SCOTLAND



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HOLLYWOOD, CALIF.



DISTRICT 108  
GLENN HARPER  
CORONA, CALIFORNIA



DISTRICT 110  
LORENZO R. THOMAS  
BLACKFOOT, IDAHO



DISTRICT 111  
MARTIN GENTRY  
WILCOX, ARIZONA



DISTRICT 112  
PAYNE TEMPLETON  
HELENA, MONTANA



DISTRICT 113  
IRVING W. DINSMORE  
RAWLINS, WYOMING



DISTRICT 115  
CLAUDE SIMPSON  
ROSWELL, N. MEX.



DISTRICT 116  
JOHN A. CAMPBELL  
THE PASADENA,  
CANADA



DISTRICT 128  
C. W. WOODRIDDLE  
PALESTINE, TEXAS



DISTRICT 129  
JOSEPH C. NETZER  
LAREDO, TEXAS



DISTRICT 130  
CHARLES HARRITT  
CONROE, TEXAS



DISTRICT 132  
G. B. PRICE  
LEON, IOWA



DISTRICT 134  
H. ROE BARTLE  
KANSAS CITY, MO.



DISTRICT 135  
WAYNE W. GRAY  
CARUTHERSVILLE, MO.



DISTRICT 136  
J. BURR GIBBONS  
TULSA, OKLAHOMA



DISTRICT 138  
W. FRED SANFORD  
CAMDEN, ARKANSAS



DISTRICT 148  
LEWIS M. WALKER  
GILMAN, ILLINOIS



DISTRICT 149  
F. T. ROBERTS  
CHESTER, ILLINOIS



DISTRICT 151  
F. H. MUELLER  
GRAND RAPIDS, MICH.



DISTRICT 152  
HENRY A. NORDHEIM  
OWOSSO, MICHIGAN



DISTRICT 153  
ERNEST H. CHAPPELLE  
YPSILANTI, MICH.



DISTRICT 154  
G. E. MURRAY  
RENSSELAER, IND.



DISTRICT 155  
R. L. SHOWALTER  
ANDERSON, INDIANA



DISTRICT 156  
WM. J. SCHAEFER  
GREENSBURG, IND.



DISTRICT 165  
M. R. ASHWORTH  
COLUMBUS, GEORGIA



DISTRICT 167  
JAMES A. FRANKLIN  
FORT MYERS, FLA.



DISTRICT 168  
J. OWEN HERITY  
BELLEVILLE,  
ONT., CANADA



DISTRICT 169  
GERLACUS MOES  
HAMILTON, ONT., CAN.



DISTRICT 170  
CECIL T. MEDLAR  
WESTMOUNT,  
QUE., CANADA



DISTRICT 171  
WALTER A. LINDELL  
ELMIRA, NEW YORK



DISTRICT 172  
IRVIN B. PERRY  
CORTLAND, N. Y.



DISTRICT 174  
CHARLES S. MORRIS  
NEW YORK, N. Y.



DISTRICT 184  
W. E. MATTHEWS, JR.  
SMYRNA, DELAWARE



DISTRICT 185  
JOSEPH R. ROSIER  
FAIRMONT, W. VA.



DISTRICT 186  
DAVID R. SHEARER  
JOHNSON CITY, TENN.



DISTRICT 187  
JAMES E. MALLONEE  
HOPEWELL, VIRGINIA



DISTRICT 188  
ARTHUR V. GIBSON  
SANFORD, N. C.



DISTRICT 189  
W. B. KIKER  
REIDSVILLE, N. C.



DISTRICT 190  
J. R. SANDIFER  
HENDERSONVILLE,  
NORTH CAROLINA



DISTRICT 192  
J. A. CLARK  
CHARLOTTETOWN,  
P. E. I., CANADA

Foster



DISTRICT 70  
MARCUS T. HET  
HELSINKI,  
SUOMI-FINLANDDISTRICT 70  
ICHIZAEON  
MORIMURA  
TOKYO, JAPANDISTRICT 75  
T. C. THOMSEN  
COPENHAGEN,  
DENMARKDISTRICT 76  
JAMES MCINTYRE  
SYDNEY, AUSTRALIADISTRICT 77  
RADOVAN ALAUPOVIC  
ZAGREB, YUGOSLAVIADISTRICT 78  
E. W. PEYRON  
STOCKHOLM, SWEDENDISTRICT 79  
PIETER VAN HULSTIJN  
BUIJTENZORG, JAVA,  
NETHERLANDS INDIESDISTRICT 80  
CECIL RAE  
IPOH, FEDERATED  
MALAY STATESDISTRICT 96  
SIR SHAPORSE B.  
BOMBAY, INDIADISTRICT 96  
JAMES M. HENRY  
CANTON, CHINADISTRICTS 97-98  
YEN TE-CHING  
SHANGHAI, CHINADISTRICT 100  
CARL S. CARLSMITH  
HILO, HAWAIIDISTRICT 101  
H. CLINE FIXOTT  
PORTLAND, OREGONDISTRICT 104  
RUSSELL F. O'HARA  
VALLEJO, CALIFORNIADISTRICT 105  
JAMES A. FARDEE  
SUSANVILLE, CALIF.DISTRICT 106  
HOWARD B. KIRYLAND  
SAN LUIS OBISPO,  
CALIFORNIADISTRICT 116  
JOHN A. CAMPBELL  
THE PAS, CANADADISTRICT 117  
MENDUS R. VEYLE  
OWATONNA, MINN.DISTRICT 119  
JOHN E. MARTIN  
BROOKINGS, SD, DAK.DISTRICT 120  
FRED L. HAAS  
OMAHA, NEBRASKADISTRICT 122  
BENJAMIN E. EVANS  
STAFFORD, KANSASDISTRICT 123  
MARION C. HUME  
OTTAWA, KANSASDISTRICT 124  
W. LEE WOODWARD  
ALVA, OKLAHOMADISTRICT 127  
HIRAM ARANT  
ABILENE, TEXASDISTRICT 136  
FRED BRADFORD  
AMDEN, ARKANSASDISTRICT 139  
J. O. MODISSETTE  
JENNINGS, LA.DISTRICT 140  
JAMIE G. HOUSTON  
NEW ALBANY, MISS.DISTRICT 141  
ELLIS W. WRIGHT  
JACKSON, MISS.DISTRICT 143  
WM. C. CROSLAND  
ANTIGO, WISCONSINDISTRICT 144  
THEODORE WINKLER  
SHEBOYGAN, WIS.DISTRICT 146  
HARRY C. BULKELEY  
ABINGDON, ILLINOISDISTRICT 147  
NORMAN C. SLEEZER  
FREEPORT, ILLINOISDISTRICT 148  
M. J. SCHNEIDER  
GREENSBURG, IND.DISTRICT 157  
CHARLES M. SUTTON  
ATTICA, OHIODISTRICT 158  
RAY H. KASPAR  
CANTON, OHIODISTRICT 159  
JOSEPH W. RICHTER  
HAMILTON, OHIODISTRICT 161  
E. E. PENDERGRASS  
LOUISVILLE, KY.DISTRICT 162  
EDWARD M. ELLIOTT  
LANCASTER, KY.DISTRICT 163  
HERBERT B. BARKS  
CHATTANOOGA, TENN.DISTRICT 164  
FRANK L. GROVE  
MONTGOMERY, ALA.DISTRICT 174  
A. CLARK  
ELCOTT, N. Y.DISTRICT 175  
FRANK S. JACKSON  
PUNXSUTAWNEY, PA.DISTRICT 176  
ANDREW T. BENSON  
PITTSBURGH, PA.DISTRICT 177  
FRANK A. NEFF  
SUNBURY, PA.DISTRICT 179  
S. T. J. BENNETT  
PHILADELPHIA, PA.DISTRICT 180  
PERCY HODGSON  
COUDERSPORT, PA.DISTRICT 182  
ARTHUR L. MAHN  
BAYONNE, NEW JERSEYDISTRICT 183  
ELIZABETH, N. J.DISTRICT 192  
A. CLARK  
ELCOTT, N. Y.DISTRICT 193  
H. C. LYSETH  
AUGUSTA, MAINEDISTRICT 195  
GEORGE E. EWING  
SHERBROOKE,  
QUE., CANADADISTRICT 196  
REUEL W. BEACH  
CAMBRIDGE, MASS.DISTRICT 197  
ARTHUR KAY  
WEBSTER, MASS.DISTRICT 198  
PERCY HODGSON  
PAWTUCKET, R. I.DISTRICT 199  
DANA J. LOWD  
NORTHAMPTON, MASS.DISTRICT 200  
ALVIN C. SMITH  
MILFORD, CONN.

Davies

Parry

Photo-Crafters

Greystone



Again, as 14 years ago, Rotarians of the world gather on Erie shores for a great Convention . . . and here is the story of it.

## By Leland D. Case and Paul Teetor

CLEVELAND, OHIO, JUNE 23

**W**HEN Cleveland does it, it is like an old-time family reunion!

This "city of steel and art" on Lake Erie's southern shore opened her arms to Rotary in 1925—and the 16th Convention of Rotary International is still remembered for its largess of hospitality, its prodigality of facilities, and the lusty twirl it gave the Rotary wheel. This week, Cleveland repeated—brilliantly.

For many of the 9,200 registrants it was a case of jumping into the family car for a short spin to Cleveland—with, perhaps, a few days at a lakeside resort before returning home. Others came from afar. Australia, New Zealand, India, Java, South Africa, and other distant points were notably represented. It was the 90th Pacific crossing for Everett W. Frazar, Tokyo automobile dealer, but boats were too slow for Carlos P. Romulo, busy newspaperman from The Philippines. Seven days after he and bag were stowed away in the China Clipper at Manila, he had reached Chicago.

It was Director Romulo who gave voice to the sentiment of all Conventions when, after a welcome by Rotarians John W. Bricker, Governor of Ohio; Mayor Harold H. Burton; and Jack E. North, President of the host Club, he declared: "You didn't have to give us the keys to your city. The city is ours. It won our hearts the moment we saw it."

Local newspapers commented on how illy did the picture of John Q. Rotarian, painted by Sinclair Lewis *et al* "in the dizzy '20s" fit the man wearing the Convention badge here this week. Guards at the great Public Auditorium, accustomed to handle prize-fight or grand-opera fans, favorably remarked over lunch buckets upon the difference between Rotarians and other crowds. "It's a pleasure—Rotarians," read a home-made sign one restaurateur put up over his door on the second day.

### Keynote . . . Friendliness

"Making Rotary real and tangible" keynoted Rotary's President, George C. Hager, of Chicago, in his address on Monday, the opening day, and these

pages could be filled with instances of the form and substance given that theme.

Expressed in friendliness, it suffused the Convention like sunset colors glorifying rippled clouds over Lake Erie. Visitors caught the spirit instantly. Those who came by car were introduced to it as they crossed the Ohio State line, where they were greeted by Rotarians dispensing windshield stickers.

Consider the case of the Rotarian who with his wife arrived a day late to learn that their reserved room had been let to somebody else, a hotel privilege in such cases. Blasts of fairly polite fury came—then: "Gentlemen, I am sorry, sorrier than I can say. We've been driving all day. We're hot and dusty, hungry and tired. I forgot for a moment that this is—well, *our* Rotary Convention."

### Sportsmanship

*Making Rotary real . . .* Sportsmanship is a part of that concept, for the essence of sportsmanship is rivalry-with-goodwill, whether on the playing field, in shop or office, or in chancellories. The men seeking office in Rotary Interna-

tional have set an example for the world, unforgettably.

Last week, at the annual Assembly at White Sulphur Springs, West Virginia, the three Presidential candidates played and enjoyed a golf game together. The 16 candidates for Director from the United States, of whom but five could win, dined together, and enthusiastically agreed to waive the customary form of nominating with seconders. In Cleveland on Monday, with eyes of electors upon them, they lined up in alphabetical order and each man nominated the candidate at his left, the last man doing that office for the first.

"I've never seen anything like it before," one delegate remarked, "never in Rotary, certainly never in politics!"

If you would know the men elected under such auspicious circumstances, turn to page 30. If you would learn the course charted for the good ship Rotary in the twelve months ahead, read on page 7 the words of the man who will be at the helm. And doing so, remember that after two ballots, he was chosen by unanimous acclamation upon the motion of Amos O. Squire, of Ossining, New York, the man running second.

## Question . . . Answer

*Making Rotary real . . .* The premise of that objective was unforgettably posed in a question by Paul Harris himself, he who in 1905 dreamed the dream that is now Rotary with 5,000 Clubs and 204,000 members around the world, he whose face crinkled by smiles and by contemplation belies his 71 years. "If," he asked, "10,000 men and women coming to Cleveland as they do from 52 countries can meet on the basis of friendship, is it not logical to believe that some day all peoples of the world may be friends?"

Answer was given emphatically and repeatedly by speaker after speaker during the week, but perhaps not more convincingly nor dramatically than in a report from unhappy Palestine.

"If anybody challenges you," declared Francis A. Kettaneh, of Beirut, Lebanon, "to tell him something concrete that Rotary has done to promote international understanding and goodwill, proudly point to the record of Rotary in Palestine. In that cockpit of racial, religious, and political misunderstandings the Rotary Club is the only place where Jew, Moslem, and Christian can put their feet under the same table, partake of the same meal, and try to understand the viewpoint of the other. Of course they don't always agree, but if one cannot convince the other, he at least does not try to con-

*Gracious Grace Hager, who accompanied President George (below in candid-camera shots) on most of his Rotary travels of the past year—some 61,000 miles in 42 nations.*



vince the man by killing him. . . ."

Among the 46 members of the Jerusalem Rotary Club are Roumanians, English, Arabs, Jews, Americans, and Egyptians. "And many a member," added Rotarian Kettaneh, "has been threatened with death if he did not cease immedi-

Photos not otherwise credited, by H. W. Framberg and staff photographers



Photo: (right) Cleveland Plain Dealer

*Let it roll, men! Song leaders in their group assembly show each other how it should be done. . . . Smiling, satin-smocked young ladies relieved any registration-line tedium.*



ately to attend Rotary meetings. But they value Rotary highly, and cling to it. Personally, I do not know of a single Rotarian who has relinquished membership because of those threats. The Palestine Clubs, despite bloodshed and disorder, have missed but one meeting, and that only because of a sudden prohibition that day on all meetings. The core of our hope for a happier day in Palestine is Rotary."

And so also in the Orient, reported Peter K. Emmons, of Scranton, Pennsylvania, Past District Governor. Last No-



vember he dined in Shanghai, with Rotarians of a dozen nationalities. "At the same table with me were Rotarians from China and one from Japan. Their Governments were at war in a terrible, futile, destructive struggle, blighting the lives of thousands of their citizens—but Rotary had found a way to bridge even such a chasm with fellowship."

Photos: (1st four left to right) Cleveland Press



*Among speakers: Convention Committee Chairman Abit Nix. . . Host Club President Jack North voiced a welcome—*

*So did the Governor of Ohio, Active Rotarian John W. Bricker, and the Mayor of Cleveland, Honorary Rotarian H. Burton.*

*Host Club Executive Committee Head James Card was everywhere. . . . Outgoing Vice-President Fernando Carbajal, of Peru—here on his 24th trip to the "States." . . . "Founder Paul" at 71.*

## Rotary's Technique

Of such is Rotary's technique for straightening out a world gone awry, President Hager, fresh from a 61,000-mile Rotary tour of 42 nations, admonished in his plenary-session address; it is not through attempts of the organization as a whole, or as Rotary Clubs, to influence Governments.

"There is," he continued, "no link which binds nations more closely and solidly together than the friendships between individual citizens of the nations of the world."

Norman A. McLarty, Postmaster General of Canada, a plenary-session speaker on Thursday, cited the relations of the United States and Canada as an instance of this idea at work. A whimsical story made his point. During the recent visit of their King and Queen, citizens of a border town sought to honor them with a 21-gun salute. But guns were lacking. A hurry-up request was sent to the nearest town—across the border in the United States. The guns were not there either. Finally, search revealed the requisite percussion-makers in a more distant city, and due homage was rendered to Royalty.

America's foreign relations to the south have not always been so praiseworthy as those with Canada, warned

looked like the 'Big Bully' policy. Now people of the United States frankly admit the mistake of that policy and the wrong done."

In Europe, grave tensions still are tugging nations toward war. One English Rotarian told an informal group how many concerns were making duplicate records of their accounts, storing one set in a safe place. His own firm, he said, had made arrangements with a hospital 50 miles distant to care for possible casualties of his staff, should near-by air-raid shelters prove inadequate. Another Englishman, T. A. Warren, of Wolverhampton, England, Past President of R.I.B.I., added strokes to the somber picture, but with Radovan Alaupovic, of Zagreb, Yugoslavia, also a plenary-session speaker, expressed hope for the ultimate triumph of goodwill based upon understanding.

*Making Rotary real . . . That this*

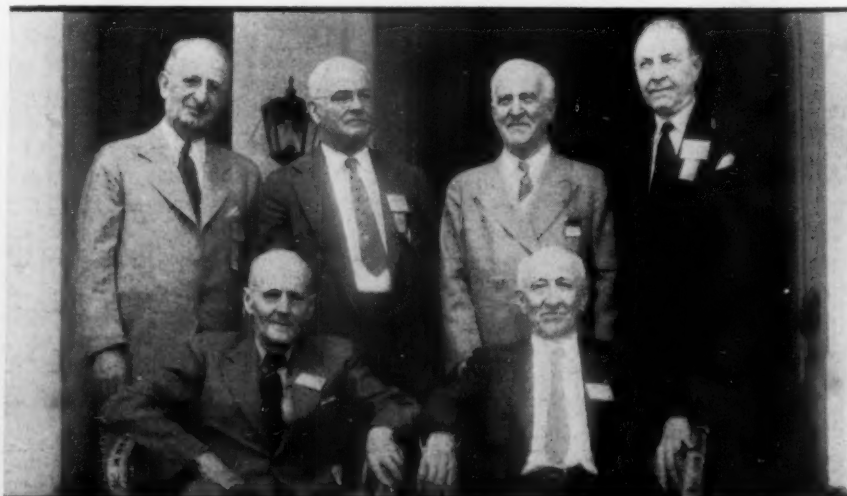
we find our business today," he said, drawing the conclusion that it is to himself that the businessman should look for improving them.

That theme was taken up in the 40-odd group assemblies, when men of a vocational feather gathered at appointed times in hotel banquet rooms over the city to exchange experiences and opinions. Discussions broadened as overseas Rotarians contributed their viewpoints, and interesting little differences of practice as well as common denominators of ethics were aired.

## Accent on Youth

Two plenary-session speakers, Darrel L. Brady, of Minneapolis, Minnesota, and Miss Viola Ilma, of New York City, spoke as representatives of the younger generation. "One thing," said the former, "that youth asks is that men of experience impart their learning by es-

*Collectors of Rotariana, note well this rare item! A historic picture of Rotary's first six Presidents: (Front row, left to right) Paul Harris, Chicago (1910-12); Glenn C. Mead, Philadelphia (1912-13); (back row) Russell Greiner, Kansas City, Mo. (1913-14); Frank Mulholland, Toledo, Ohio (1914-15); Allen Albert, Paris, Ill. (1915-16); Arch Klumph, Cleveland (1916-17).*



establishing personal contacts with youth. Youth wants guidance and sponsorship. Survey the present field and learn of the new things that surround and beckon youth of today, but do not try to adjust present youths to the world of your own youth."

That challenge ran like an endless thread throughout the scores of discus-

*This Convention, too, had its honeymooners. Meet happy Mr. and Mrs. Martin Karstaedt, of Beloit, Wis.*

special form of journalism—Club publications, 2,000 of them. Should the Secretary be the editor? What is the most economical way of issuing these Club news organs? Should advertising



Photos: (4th from right above) Cleveland Press; (right) Cleveland Plain Dealer

*Chesley R. Perry, Rotary's one-and-only Secretary. . . . Governor-Elect B. T. Thakur, banker of Karachi, India.*

*Director Allen L. Oliver. . . . Yugoslavia's Radovan Alaupovic. . . . Darrel Brady, youngest speaker. . . . Canada's Postmaster Norman A. McLarty. . . . Editor Wheeler McMillen.*

sion groups. It bobbed up with especial acuteness in a meeting given over to crippled children.

"We must do more," declared Rotarian Raymond J. Knoepfel, of New York City, president of the New York State Society for Crippled Children, "than to take them for a ride in the afternoon and then bring them home at night." After treatment and vocational training, he pointed out, "comes the big task of finding a job for the patient. A big job for Rotary is to coördinate agencies so that we do not commit the crime of lifting one up from despair and then dropping him back again."

### 'Club Pubs'

Similar emphasis upon practicality prevailed in the more than 50 special gatherings devoted to other phases of Rotary Club activities and interests . . . Rotary publications, for example. It was news to many that Rotary has developed a

be solicited? To whom should exchange copies be sent? . . . Answers were various, reflecting local experience and conditions, but as the wave of discussion rolled on a sediment remained in the form of helpful new ideas.

### Rotary Legislation

Looming tall in the contours of this week is legislation. The Council on Legislation, as most Rotarians now know, is a representative, auxiliary body which considers Proposed Enactments and Resolutions, submitting its recommendations to the Convention for approval or rejection.

Several Proposed Enactments called merely for clarification or restatement of existing legislation. On these there was little or no discussion, following the explanation by Chairman T. A. Warren.

Chief interest centered on the Proposed Enactment "to provide more effective methods for the nomination of the



*All the way from Bahia, Brazil, came Mrs. Ai Dil Valente, daughter Maria, son Augusto.*

*Wearing sunflowers is an old Kansas custom. These Kansans sported them on their canes.*

*Eight hundred pounds of Rotary (left)—not counting the bush! (Left to right) Outgoing Director Popescu, Roumania; new Governors Bartle, Missouri; Boshkoff, Bulgaria.*





Daily, 250 Boy Scouts, like Dick Heiman and Al Behm, stood ready to run errands at the drop of a word. Terminal Tower in the background.



Rotary's three Presidential candidates of 1939 (below circle, left to right), Richard C. Hedke, Walter D. Head, and Amos O. Squire, got together for a round of golf at the White Sulphur Springs Assembly. Robert Heun, Past Vice President, of Indiana, made up the foursome.



President of Rotary International and to clarify the provisions relating to the procedure for the nomination and election of Officers of Rotary International." After extended discussion, a polling of the Convention—unique in Rotary history—was called for. The result was adoption of so-called "39-1" by a large majority. With the adoption of the Proposed Enactment (as amended) "to provide for the nomination of Directors from the United States by zones and to generally clarify the provisions relating to the procedure of the nomination and election of Officers of Rotary International," a substitute text covering both Proposed Enactments "39-1" and "39-3" was adopted by the Convention.

Briefly, this legislation provides for nomination of a President by a Committee of nine and for election of Directors from the United States by zones instead of at large.

Proposed Enactment "39-1," it will be recalled, was based on the report of the Ad Hoc Committee to Study the Nomination and Election of the President and Treasurer of Rotary International, appointed by the President pursuant to instructions from the 1938 Convention.

Steps toward opening the ranks of Rotary to younger men were taken when the Convention adopted the Proposed Enactment to provide for a senior class

of membership in a Rotary Club. This permits a man who has been an active Rotarian for a total of 20 or more years, or who is of the age of 65 or more after having been an active member of one or more Rotary Clubs for a total of five or more years, to become, at his option, a senior member by notifying his Club Secretary of his intention to do so. A Club may then admit into its membership a person in the classification theretofore held by such senior member.

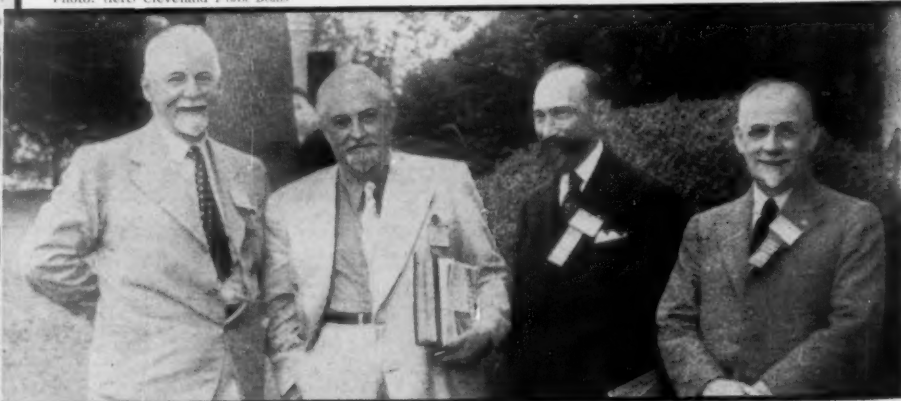
Also adopted were Proposed Enactments "To provide that the Conference of a District, under exceptional circumstances, may be held outside the boundaries of the District" . . . "To clarify the provisions relating to amending the standard Club constitution . . . (as amended) . . . "To modify the provisions of the By-Laws relating to the budget." . . . And Proposed Resolution: "To encourage a study of the possibility of appointing each Convention Committee earlier than in the Rotary year in which the Convention is to occur."

Other Proposed Enactments and Resolutions, of which there were 16, were withdrawn and referred to the Board of Directors for consideration and for action if deemed advisable.

## Everything Planned

Fellowship, speeches, discussions, legislation . . . but that is not the whole story of Rotary's reunion in Cleveland. Back of every minute were hours on somebody's part spent in perfecting and executing plans. To a man, Cleveland Rotarians were in on it, and climaxed in this week of hard but gladly given service their weeks and months of preparation. They were assisted by their wives and Rotarians from numerous other Ohio Clubs. Cleveland erected its great Public Auditorium for such events as this, and while it facilitated, it did not lessen the task of the host Club.

Photo: (left) Cleveland Press Dealer



Spurners of the razor: (left to right) Outgoing Vice-President Parmann, Norway; and new Governors Erculisse, Belgium; Damayé, France; and McIntyre, Australia. . . . (Left) Mrs. C. P. Fernandez, Brazil, sizes up C. J. Evertsen, Java.



"I've had considerable experience with organizations, business and political," Convention Committee Chairman Abit Nix, of Athens, Georgia, said this afternoon as he sprawled in a big brown leather chair in Convention Manager Howard H. Feighner's office, "but I've never seen a convention go off more smoothly. But aren't you weary?" he asked, turning to Mrs. Trevelyan Sharp, Chairman of the Ladies' House of Friendship Committee.

She smiled. "Yes, a little—but it has been such fun. I wouldn't have missed it for all the tea in China." To which Mrs. John P. Witt—now known to hundreds as "Mable"—speaking as Chairman of the Ladies Executive Committee and, indeed, for all Cleveland Rotarians and their wives, made reply: "Me too!"

And that wound up and put a blue-and-gold bow on the 30th Convention of Rotary International, held at Cleveland in the State of Ohio during the week of June 18, 1939, A.D.

### At White Sulphur

But this account of that event would lack lamentably, failing to include further mention of what happened the week before in the white porticoed hotel, ensconced among the green, rolling hills at White Sulphur Springs, West Virginia. Since the year 1778, ladies and gentlemen have sought this spot far from madding throngs, for health, relaxation, and quiet contemplation. Here were begun and here have continued many of the Old South's finest traditions. In atmosphere and in appointments, it was ideal for the annual Assembly of Rotary International.

The Assembly is, as most Rotarians know, a gathering distinct from the Convention, yet webbed to it by a thousand intangible ties of sentiment and purpose. To it are drawn from around the Rotary world the men who, upon formal election at the Convention, become District Governors for the ensuing year. Under the tutelage of officers, past and present, their thought is directed to problems of District and Club administration. Simultaneously, Past Governors and others convene in auxiliary sessions called the Rotary Institute.

The White Sulphur Springs Assembly was notable for many reasons. Anticipatory of next year's Convention at Rio, all but one of the 18 Governors-Nominee of Latin America were present. Attendance at the Assembly and Institute totalled 504, a few short of the record set at Montreux, Switzerland, in 1937. Frequent repetition on the program of "Opportunity for questions and answers" took account of the desire for an informal exchange of opinion and experience. Sessions started on Monday, June 12, and continued through Friday without a let-up save one free afternoon when weary but cheerful participants

golfed, motored, chatted on cool verandas.

When the week was done, notebooks were filled and brief cases crammed—and a story, told by Director Richard H. Wells, of Pocatello, Idaho, was also especially appropriate. It was drawn from the experience of a former District Governor whose wife had often chided him for frequent absences from home on Rotary business.

"I have heard of a man in Chicago," he confided to her, "who stays home 365 nights out of the year."

"Wonderful," said his spouse. "I call that real affection."

"That's strange," was the response. "The doctor called it paralysis."

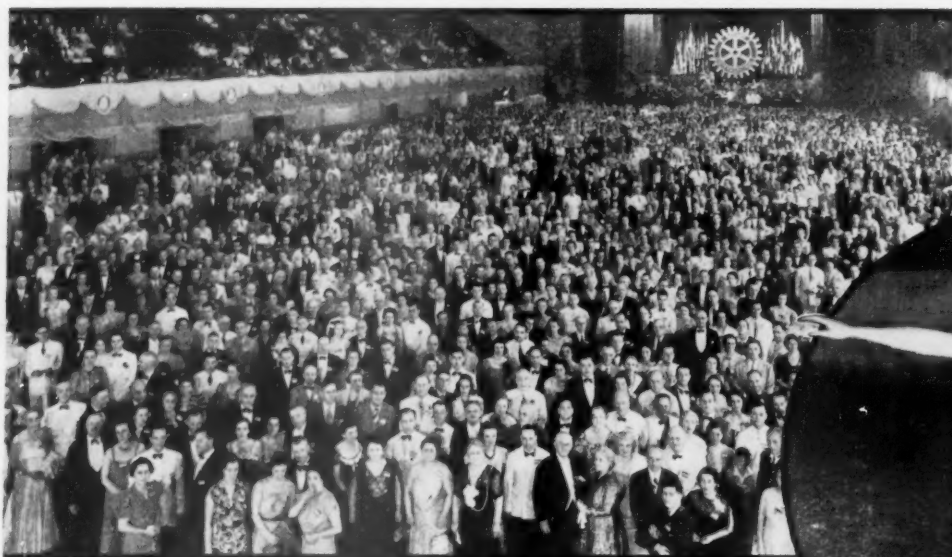
The thunder of laughs and handclapping that followed revealed even more than formal *au revoir* speeches. That the magnitude, the complexity, and the high importance of their task impresses but does not discourage Rotary's new Governors is an omen.

*Convention highlight for two American ladies—the brief chat they had (right) with Mrs. B. T. Thakur, wife of new District Governor, of India.*

*Hosts: Kenneth Gillespie (upper circle), Governor of District in which Assembly met; Ralph Bell (lower circle), Governor of District in which the Convention took place.*

*Paul Harris, Rotary's Founder and President Emeritus, plants another tree, as he has done round the globe.*





*A trio of thrills, each different—the President's Ball. . . . The international ice carnival. . . . Rotarian Rudolph Ringwall's conducting and concert comment.*



## A Good Time Was Had by All

By Karl K. Krueger

**T**HE young man shrank down in the sofa, a study in teen-age gloom . . . while out before him swirled the prettiest sight he had ever seen in his life—hundreds of handsome young sons and daughters of Rotarians from many lands making the most of their get-acquainted dance. "What's the matter, Louisiana?" we chaffed him. "Look at this row of comeliness 'just dying' to dance with you. Don't disappoint the ladies."

"Waal," he drawled, staring rents into the rug, "Ah didn't learn to dance when Ah was a boy and guess it's too late to start now—but golly! . . ."

He is the only exception, almost certainly, to the rather broad generalization that headlines this page—but his tragedy was only momentary. As we were leaving him, a swing-skirted miss came up and, taking him by the hand, led him off to the punchbowl. Yes, we say it flatly, a good time was had by all at Rotary's 30th annual reunion in Cleveland.

How Cleveland and, particularly, how the host Club contrived to see that they should, how, in other words, they entertained their thousands of guests, is to be told in this brief story.

First of all, Cleveland dressed up. It was a rare lamppost or shop window in the downtown area that didn't show a great Rotary wheel and twin flags of blue and gold. Main thoroughfares were fluttering-topped tunnels of bunting. "We don't do this for every Convention,"

said a cab driver. "This is kinda special."

Puzzled or lost or perturbed, say, for example, in a hotel lobby, one had but to look for the big Rotary wheel, and at a desk beneath it would find a corps of new friends ready to answer questions and give directions. Boy Scouts, in every nook and cranny, fairly demanded errands to run—and were given plenty. "Gee, I'm sure lucky to be here," said one of them, mopping a young brow streaming with honest sweat. And he meant it. And somehow, dear Old Ma Nature thought it best to shade the week's weather from cool and dusklike to bright and warm—and to send what rain she must at night.

But let's hasten over some of these first and thus important impressions—and get on with, yes, just one more of them. Convention Hall is a labyrinth—winding ramps . . . devious stairways . . . and nooked-off elevators. "Can you tell me just where in the — building I am?" came out often. But one stairway won everyone's heart—if stairways can do such a thing. He would surely have been much preoccupied who failed to gasp—maybe not audibly, as many a Rotarian's lady did—when descending those stairs for the first time. They led to the House of Friendship. An acre of green grass—the roll-away kind—huge tilting garden umbrellas, group after group of soft modern chairs and tables. . . . And in the center of the acre a glowing, cedar-



bowered fountain. Under varicolored arches at one side was the Overseas Lounge and in it, to stop at but one item, was a gallery of Cleveland art which showed such signatures as Zarsky, Vago, Hufnagel, Jirouch, and Adomeit. Beneath this lighted canopy one heard talk in more tongues than even the names of this polyglot group of fine artists suggest. That "this place, this House of Friendship, is yours," was obvious to all . . . but perhaps particularly to the two ladies who carried a cage of lovebirds from its place the length of the hall, set it down between their chairs, and resumed their talk.

Two Rotarians, to each of whom 50 or 60 years had been kind, were leaning on the balcony in the Convention Hall Tuesday night. Looking down on what a few hours earlier had been a slope of heads and Summer hats, they now watched 5,000 dancing couples celebrating the President's Ball. "Now there,

Ed," said one nudging the other, "is the first piece they've played this evening I could keep up with. It's a waltz. There's the *only* dance step. Course, what my kids call 'sweet music' isn't bad."

Perhaps our friend didn't realize it at the moment, but in the gentleman conducting the 70-piece orchestra he had a kindred spirit in his love for the more melodious and less harsh sort of popular music. Paul Whiteman was the man with the baton—relieving regular conductor Rotarian Walberg Brown briefly as guest conductor. If our feminine readers want to know what the ladyfolk wore, let them just name any flimsy fabric they wish and cut it on any formal pattern they can imagine—and, well, that's as much help as we can give. The men dressed according to their moods—which were various. Few present had ever seen a larger dance; almost none had

on this and Wednesday night met Rotarians of Continental Europe, of Spanish-Portuguese speaking countries, of "Dixie," of New England. Several hundred people who sailed to the Nice Convention together even had a reunion.

"Music—it jumps out at you everywhere here," smiled a certain gentleman when a full-throated blast from a male chorus roused him from a reverie in the House of Friendship. And he wasn't so far wrong. Somewhere almost continuously accordions, or voices, or strings were mixing bright airs with Convention air. But at least twice did Convention-goers do the jumping—at a chance to hear some music. On Tuesday night, for instance, when Rotarian Rudolph Ringwall conducted the famous Cleveland

*"Ohhh! Alouette, gentile Alouette!"*  
A quintette of Canadian Rotarians  
gather round for a bit of a songfest.

It was purely and plainly amusement—the international ice carnival Thursday night—but some of the most exhilarating and most beautiful amusement



Photo: (top right) Cleveland News

*Typical of reunion banquets, the British Commonwealth of Nations dinner. . . . Conventionville's restful retreat, the House of Friendship (above right). . . . Young People's Chairmen—Dorothy Card and John Smallwood, Jr., Cleveland.*

ever enjoyed one more colorful. The grand march assured that. George and Grace Hager led it, of course, for the annual ball honors the President and his lady and the other Officers of Rotary International and their ladies. The President's natural shoulders-back bearing and his lady's spontaneous graciousness carried right on through down to the "32 abreast" formation. Yes, 't was a big night, "the biggest ever," as one first-time Conventioner saw it.

No refreshments were served at the Ball and no one wanted any, for many had just come from international and District fellowship dinners, typical of which was the British Commonwealth of Nations dinner. Rotarians of India and the Crown Colonies were hosts. About 800 attended. In other similar dinners

Orchestra through a full evening symphony concert, the feature of which was the appearance of Grand-Opera Singers Edith Mason and Mario Chamlee. It was through the efforts of President Hager that the services of these artists were obtained. On Convention eve, The (male) Singers' Club, Pianists Beryl Rubenstein and Arthur Loesser, and Vocalists Doraine Renard and Ellis Lucas offered a concert in Convention Hall.

Dads with new movie cameras found real "shooting" down at East Ninth Street pier. Here, every afternoon, a lake steamer put out to sea bearing 1,000 and more womenfolk on an afternoon cruise. Also each afternoon saw long squads of guest cars pull up to hotel marquees and take aboard anyone who wished to see Cleveland in comfort.







many had ever seen. "Poetry in motion," you might have called it, though the exhibition hockey game might, in some minds, be excused from such description. We may have imagined it, but it seemed to us, as we left the Arena, that many people had a certain glide in their steps we hadn't noticed before.

It's not easy to say, just where Convention entertainment started, or left off. Cleveland's low cab fares (the meter seldom passed 25 cents) were a distinct pleasure to many a visiting metropolite. As the ubiquity of the 100 arm-banded Sergeants at Arms contributed to the week's comfort, so did Song Leader Walter Jenkins' direction of *The Grass Is Just As Green* and *Grandfather's Clock* add to the fun. It was entertainment, with a touch of sincere sentiment, when Mrs. Raymond M. Havens, wife of a deceased Past President, sang.

It is hard to stop here, to forego mention of the tea for overseas folk. . . . Of the 38x20-foot Rotary flag flying on the Terminal Tower flagstaff. . . . Of Sports Committeemen telling a foursome how to get out to the So-and-So Country Club. . . . And by long odds, of the best entertainment of all, "chinning" with scores of people you had never seen before and may never see again—but hope to.

"Never a dull moment this week for the adults and the young people here," we were saying to a Cleveland Rotarian, "but what are you doing for the toddlers?" We had seen dozens of them about, and we thought we had our friend cornered. "Puppet show up at Halle's at 11," he came back. "Want to go?"

*Far from home are these toasting antipodeans: R. A. Kerr, Miss Bayer, James McIntyre, Mrs. Bayer, David A. Ewen, Louis O. C. Bayer. All come from Australia except David Ewen, who hails from New Zealand. The men are new District Governors.*

*The Texas "Blue Bonnets"—District 128 sponsors them—pour reedy music into the ear of Incoming Governor Federico Carvallo, of Chile, a bit of an accordionist himself.*

*It must have been a serious tale Roumanian Prince C. Basarab Brancoveanu, Governor-Reelect, told Mrs. Algernon Blair, of Montgomery, Ala.*

*Four of the five sets of twins in Convention Town meet at a "mixer" for young folks (left to right): Jane and Jean Baker, Cleveland; Elisabeth and Priscilla Myler, Xenia, Ohio; Richard A. and Roland W. Marshall, Lexington, Mass.; Spencer and Ralph Springer, Ardmore, Pa. Right order, twins, or wrong?*

# Erie Tales

**L**ONGFELLOW probably wouldn't approve, but it's a warm night! Oh, Mercury! Oh, Muse!

*By the shores of old Lake Erie,  
By the shining big sea water,  
Fain would I indite weird verses,  
Though I hardly think I oughter.*

No? Then how's this:

*On the shores of rippling Erie,  
Adding to the big sea water,  
Here I drip with—well, inspiration . . .*

Hmm. Not so good. Again:

*By the shores of gorgeous Erie,  
Seemingly miles from cooling water,  
Here I mop my steaming forehead  
With a huge and ink-filled blotter.*

And so would you, Gentle Reader, had you been here this week, and now, with a scratchpad jammed with jottings, you find yourself

*Jottings about Convention folk and events*  
... by THE MAN WITH THE SCRATCHPAD

staring at a typewriter. For every man, woman, and child here has a story to tell well worth an item. . . .

**For Instance:** Take bespectacled RALPH A. WARD. He's a bishop, and will grin when you ask him if it's true that out in Western China, where he lives, they call him "Bish." His town is Chengtu in the Province of Szechwan (the "Sze" part has the sound of "soo" in the approved Nebraska hog call, he agrees). Chengtu boasts a Rotary Club of 40 members. It's one of four "Bish" helped organize. He travelled by plane, train, and steamer to get to Cleveland.

**Then There's:** The romantic figure of FRANCIS A. KETTANEH, of Beirut, Lebanon. A book can be—maybe will be—written about him. He was born in Jerusalem, and his swarthy countenance belies the Italian and Arabic blood in his veins. Educated as a civil engineer, he is now an automobile dealer and succeeds BARON HAROLD DE BILDT, of Egypt and Sweden, as Governor of the polygot Rotary District that includes Asia Minor, Egypt, and the

Sudan. . . . He was a friend of Lawrence of Arabia, had a thrilling World War experience, and rediscovered the old Roman road that led from Damascus to Baghdad. That highway, though abandoned since A.D. 320, was used for motor travel from 1923 until the Druse uprising of 1927. It was not paved, as were most Roman roads, but gravelled like the more modern macadamized pikes.

**Governor's Route.** Also from Palestine hails youngish CHARLES W. WOOLDRIDGE, Palestine in Texas. Probably he didn't tell all when asked how he became District Governor at 31, but with modesty making his Texas drawl even drawlier he allowed that "probably what first made me known outside my home Club was a speech built around Walter B. Pitkin's ROTARIAN article *Needed: Tough Minds in Tough Bodies* [January, 1939]. I gave it first in our own Club, then was called to other ta-owns."

**Rotary Tie.** Wherever goes PAUL HARRIS, Rotary's beloved founder, he leaves Rotary ties. Usually they are intangible, but not so in the case of NAGIB JOSÉ DE BARROS, of São Paulo, Brazil. When PAUL was in São Paulo in 1936, he gave to ROTARIAN BARROS a fine Japanese silk tie with golden Rotary wheels woven in a blue background. It has been the envy of many a Conventioneer here this week.

**Bulgaria.** As an aid to fellowship, Rotarians in the United States and other countries often address their fellow members as "Tom" or "GEORGE." That custom hasn't spread to Bulgaria, but LJUBEN BOSHKOFF, of Sofia, reports that it has a near equivalent in the rapidly in-

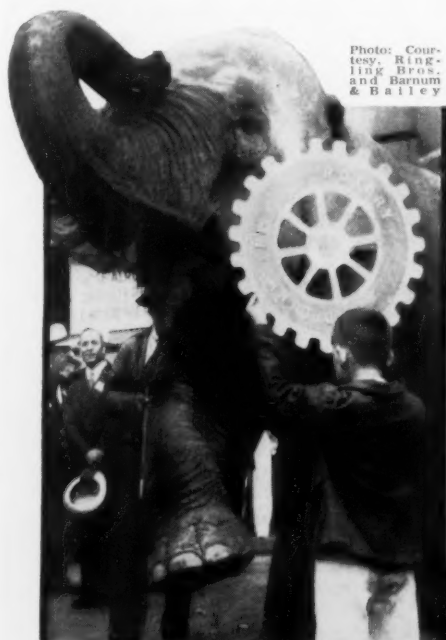
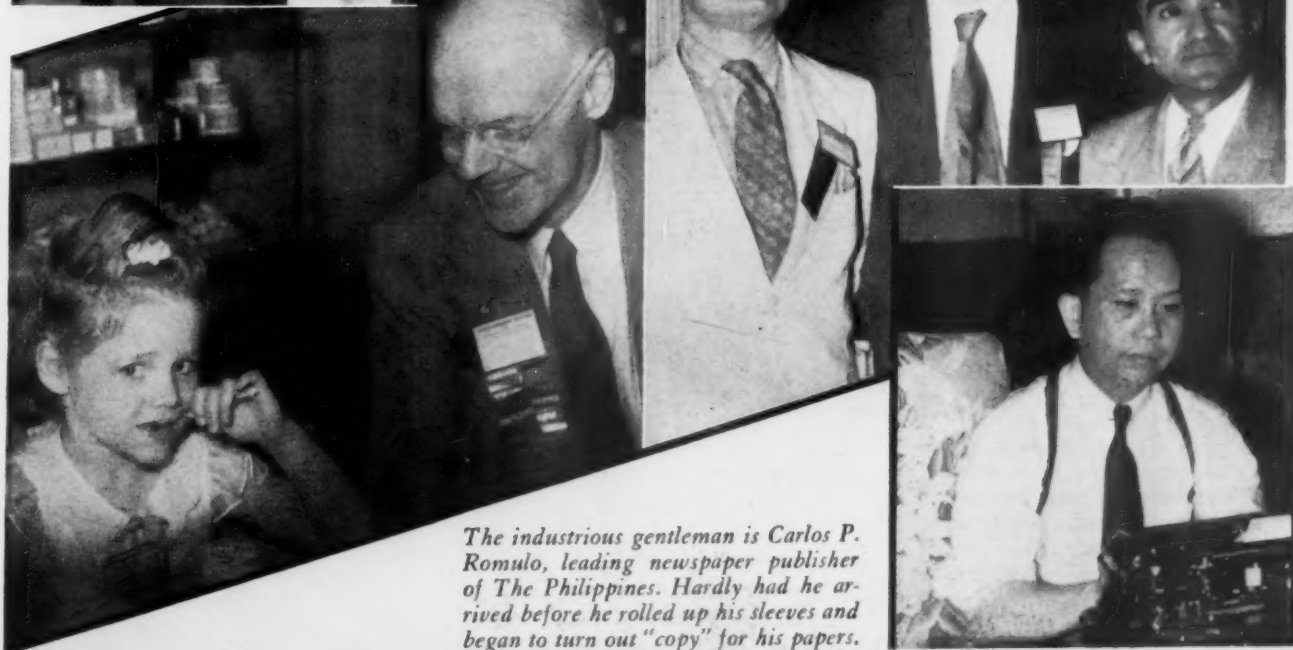


Photo: Courtesy, Ringling Bros. and Barnum & Bailey

*"Hi, there, Rotarians!" A bulky ambassador of goodwill from a circus salutes the Convention. . . . G. A. and Mary Malcolm (below), of Manila, cool off with ices. . . . A trio of Latin Americans (left to right): Jose Picasso Perato, of Peru; Raul Valdevenito-Araoz, of Chile; Victores Prieto, of Mexico. Each is or was a Governor of his Rotary District.*



*The industrious gentleman is Carlos P. Romulo, leading newspaper publisher of The Philippines. Hardly had he arrived before he rolled up his sleeves and began to turn out "copy" for his papers.*

creasing practice of the smaller Clubs of using the familiar French form "tu" for "you."

**Japan.** Tokyo Rotarians have their own scheme for promoting fellowship, says ROTARIAN SOMETARA SHEBA, Secretary of the District which embraces Japan. Each member is assigned a certain table for a month, then he is moved to another. "By eating with the same eight men four times, we really get well acquainted and many fine friendships result."

**Canada.** From The Pas, Man., Canada, comes the new Governor of District 116, JOHN A. CAMPBELL. His nearest Club is 100 miles away—at Flin Flon, a flourishing ten-year-old mining camp. To the south the nearest Club is 250 miles—"but distance is no barrier to Rotary fellowship."

**America.** From OUTGOING GOVERNOR PORTER W. CARSWELL, Waynesboro, Ga., we learn that so fine an impression did OUTGOING GOVERNOR CHARLES W. PETTENGILL, of Greenwich, Conn., make during three Rotary visits in the deep South that Georgians have dropped "damned" from the word "damnedyankee." Maybe that had something to do with the fact that PORTER organized 13 Clubs in two years, and has charter applications for two more Clubs now pending.

**Out of the Mouths—** "Just what," we ask sun-tanned, flying-haired MARTHA and DARLENE KUHLMANN, "do two not-so-big girls of 10 and 8 from way out in Ogden, Utah, like best about a Convention like this?" A little pause and

then . . . "Well, um, steaks, I guess," from MARTHA . . . and from DARLENE—was she copying big sister a wee bit, maybe?—"Waffles." Dad and Mother (ROTARIAN AND MRS. FRED A. KUHLMANN) come up just in time to agree that children are the frankest little people in the world—and without very much doubt the nicest.

**Artist.** Few Conventioners who have admired the mural paintings in the auditorium, one of which shows the arrival of Moses Cleaveland on July 4, 1796, know they were painted in 1925 by a Rotarian. He is DAVID CUNNINGHAM LITHGOW, of Albany, N. Y.

**One-Shot "Herb."** A man with a grin that will outshine the aluminum utensils he manufactures is HERBERT J. TAYLOR, incoming President of the Chicago Rotary Club. At the White Sulphur Springs Assembly, just prior to the Convention, on a 130-yard, three-par hole of the Lakeside course, he smacked the ball for a hole-in-one. ROTARIAN RICHARD R. AND MRS. CURRIE and son DON, of Johannesburg, South Africa, witnessed the miracle. "I'm really not a golfer," quoth "HERB," "so what tickles me most is that my father-in-law, who is 68 and plays a lot, has been trying all his life to make one."

**Hot Shot.** Even rarer than a chap who has made one hole-in-one is he who has made two—which introduces J. A. E. RODRIGUEZ, prominent manufacturer of needle goods and Vice-President-Elect of the Rotary Club of San Juan, Puerto Rico. Both shots were made in Puerto Rico. ROTARIAN RODRIGUEZ' factory employs some 1,800 men and women—"and in 20 years we have had but one strike, and that lasted only two days. We simply try to put Rotary's Vocational Service idea to work." He flew from Puerto Rico to Miami, Fla., where a new motorcar awaited him for the drive through to Cleveland.

**Scotch Shots.** No one loves a Scotch joke more than a Scotsman. JAMES MCINTYRE, incoming Governor from Sydney, Australia, likes to tell this one: An Australian lecturer was asked whether many Scotsmen lived in his country. "Yes," he said, "we have quite a few, but our biggest pest is rabbits." . . . Which recalls that when somebody asked J. ARTIE CLARK to explain why Rotary fines won't work among his fellow Rotarians at Charlotte-

town, P. E. I., Canada, he answered, "We've too many Scotsmen in our Club."

**Rio-Ward.** It doesn't seem far off at all—next year's Convention at Rio de Janeiro—when you gaze at the huge photomural of Rio Harbor at the 1940 Convention Travel Bureau. One fairly sees himself skipping across the flinty peaks that jab through the water's quiet surface. But more to the point: When the sun set on this Convention's first day, about 1,150 people had placed their names on the dotted line to say that they're going to Rio, *definitely!* When 102 Pennsylvanians of District 179 had signed, they carried their District to a Rio-book- ing record for all Districts. "All other Districts please copy," said the man at the counter as we strolled off.

**Shrapnel?** First District Governor-Nominee to arrive for the International Assembly was GEORGE A. MALCOLM, of Manila, The Philippines. He is founder and dean of the College of Law of the University of the Philippines and is on the staff of HIGH COMMISSIONER PAUL McNUTT, honorary Rotarian. He was in the Balkans at the time of the escape of King Zog, of Albania. "The Balkans are an armed camp," he reports. "Everywhere there were soldiers on guard; people clustering in corners, and in dark houses and whispering. . . . If war comes in Europe, I cannot see how it can escape being fomented there in the Balkans."

**Boys.** "Still interested in boys? I should say so!"—and T. D. ("Tom") YOUNG, of Newcastle-upon-Tyne, England, incoming R. I. B. I. President, leaves no doubt of it. He was associated with DR. HERBERT SCHOFIELD and RAY F. MYERS, English and American educators, respectively, in presenting the first youth-panel discussion at the International Assembly at Cuernavaca, Mexico, in 1935. "But I've gone on from that," adds "Tom," "trying to put the idea to work through boys' clubs." Under the Duke of Northumberland, he directs activities of 62 such groups in Northumberland.

**Boys Work.** JOSEPH N. BORROUGHS, outgoing Governor of District 105, has a big linc-supply business out in Oakland, Calif., where he has been an active member of the Rotary Club since 1909. "Boys Work has long been a favorite Rotary activity for me," he says, "and I believe that it should begin at home." He and MRS. BORROUGHS in 1928 unofficially adopted



*About to lift a toast—of spring water—to the occasion of their meeting are Incoming Governors C. S. Carlsmith, of Hilo, Hawaii, whose District 100 has the fewest Clubs (six), and G. B. Price, Leon, Iowa, whose District has the most Clubs (81).*

*Relaxing for a moment (at right) are the Rio Convention Transportation Committeemen: Winthrop Howard, New York; Chairman C. Reeve Vanneman, of Albany, N. Y., outgoing Third Vice-President; and C. Edgar Dreher, of Atlantic City, N. J.*





four orphan brothers of English parentage. They now range in age from 17 to 23. Three are Eagle Scouts and the youngest expects to make it unanimous. THE BORROUGHS also have two fine children of their own who were present at the Convention.

**Rio Color.** "Take your camera to the Rio Convention next year," is the advice of LEWIS A. HIRD, New York worsted-goods manufacturer, "and always be ready for color shots." On a recent business trip to South America by plane, he took 400 colored photographs which both amuse and amaze.

**Shutter Fever.** Kindly, bespectacled T. J. REES, of Swansea, Wales, is a miniature-camera enthusiast, and rarely misses a shot. But at Rotary's Convention at Ostend, Belgium, in 1927, he admits he missed a chance of a lifetime to get a picture of his fellow Rotarian KING ALBERT. "I knew the King was to take a certain path, so I paced my distance and was ready with the camera. The King came, and just as he was at the spot I had selected, the band struck up the national anthem. He stopped as if he were posing for me. I took several snaps—but," and here TEE JAY's face crinkled whimsically, "not a one came out. I was so blessedly nervous they were blurred."

**Winner.** Wearing an ineradicable smile is STERLING M. ANDREWS, of Walsenburg, Colo. He won first honors—transportation to Cleveland—for writing the best revision of *Service through Business*, a statement of Rotary Vocational Service, in a contest sponsored by Rotary's Aims and Objects Committee with a conferring group convoked by PRESIDENT GEORGE C. HAGER (see page 57, JUNE ROTARIAN).

**Interlude.** Many a Convention-attender made it a point to combine the trip to Cleveland with one or both of the great international expositions at San Francisco and New York. FREDERICK J. BRICE, Rotary International Representative-Elect, who comes from Bangor, County Down, Ireland, was one. "Yes," he says, "I stopped in New York long enough to spend three hours at the big fair there. Guess we can't say much anymore about the way many Americans do Europe and the British Isles in two or three weeks."

**Auld Lang Syne.** "When I got my arms around RUSS GREINER and ALLEN D. ALBERT, it was like old times!" It's HENRY S. MORRIS

talking. He, with clipped, gray mustache, could model for commercial artists as the brisk, senior businessman. At the Buffalo Convention in 1913 he was Chairman of the Hotel Committee.

**Lonesome.** "I was crossing Euclid Avenue with the green light," says M. R. McCAMMON, who came over from Galion, Ohio, where he's been Secretary of his Club for six years, "when a hand grabbed my shoulder and a gruff voice bellowed in my ear, 'You're under arrest!' I wheeled around—and stared into the grinning face of a total stranger. Just another Conventioneer like me who wanted someone to talk to and . . . well, we spent most of the afternoon together. I've got his name here. . . ."

**Hat Checker.** "They're grand folks," says the hat-check girl, nodding at the crowds that stream past her. "They are all so polite, so quiet." (Well, not exactly taciturn, we corrected her.) "But, you know," she adds, "I just can't get them to leave their wraps," and she points to one lone coat on her hundreds of hangers. "That's because the service is free, I think. Mass psychology works that way. . . ." We blink . . . and say to ourselves that there are some grand people on the staff of the Public Auditorium, too.

**Basic Trouble.** Here, thought your scribe when he spotted CHIROPODIST ANDREW L. MUND, of Poughkeepsie, N. Y., is a rare chance to get some expert advice on how to treat one's feet at a (for them) trying time like this. "Well," said the Doctor, "just walk leisurely . . . remembering that you're working your feet much harder this week than you normally do at home." Asked how his own feet were, he smiled, then hastened to assure us that "They are very fine, thanks."

**Lincoln Link.** Abraham Lincoln was born near Hodgenville, Ky., in 1809. Some 120 years later, EUGENE ("BLUEGRASS") PENDERGRASS, Louisville farmer and lawyer, organized a Rotary Club there. Louisville has had an Extension Committee for ten years, and "GENE" has been active on its continuously.

**Family 'Firsts.'** The tall man in the snappy new straw, down at the Ninth Street dock, turns out to be PAGE CRAHAN, Secretary of the Rotary Club of Vinita, Okla. "This is the first time my wife and daughter have ever taken a boat trip," he explains as he waves up at the crowded decks of the steamer, which is to

take certain ladyfolk on an excursion. He himself, he explains, took a long round trip on the water back in 1918, when he served his country in France. "In my eight years as Secretary," he adds, "I haven't missed a Club meeting, a District Conference, or a District Assembly—but this is my first Convention, and I like it!"

**Traveller's Tale.** Fifty-two Cubans, Rotarians and wives, took busses from Key West, Fla., to Cleveland. "I was so lucky as to get on one of their busses at Wheeling as they came through," says AMOS E. KENNEY, of Spencer, W. Va., "and coming north sat and chatted with a school teacher, a lawyer, and a banker. It was a jolly crowd, and the banker said to me: 'I've talked more, laughed more, and sung more than I ever did in my life.' Judging from my experience with the crowd, he told the whole truth."

**Recollection.** It WAS EVERETT W. HILL, now of Oklahoma City, Okla., who presided over the 1925 Convention of Rotary International, also held here in Cleveland. The man who nominated him for his first Rotary office was HARRY A. PIERSON, of Shawnee, Okla., who has been an active Conventioneer here this week. "EVERETT is now in the Ozarks, writing a book," says HARRY.

**Oral Orchid.** The Convention was only a few hours old—no, it hadn't even begun, officially, for it was still Sunday—when JOHN C. MONTGOMERY, Secre- [Continued on page 61]



Here's what a hole-in-one did to Herbert Taylor, Chicago Rotary Club's new President . . . but he will revive—or relapse—in the hands of (left to right) his immediate predecessor, W. A. McKinney; Incoming Director Richard R. Currie, of the Union of South Africa; and Winthrop Howard, New York.

Dash it all! Tea not being to hand, cooling sodas must suffice for Incoming President Young, of Rotary in Great Britain and Ireland, and P. H. W. Almy and T. A. Warren, his predecessors.



# The ROTARIAN

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THE Objects of Rotary are to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

(1) The development of acquaintance as an opportunity for service.

(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.

(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

## Editorial Comment

### The Cariocas Are Calling

"CLEVELAND came through!" It gave Rotary one of its largest and most inspiring Conventions. Events of the week of June 18 will make good talk for months to come. "The whole thing was so immense and yet so downright friendly and refreshing," they are already saying round the world, "that I can't really describe it." That apology itself is perhaps the best description of Rotary's annual reunions. Something about them one can't quite get at. And yet each year your editors try. On 18 pages of this issue they essay to re-create, through words and candid photographs, the events of Rotary's 30th annual Convention.

But now we go from Cleveland to the Cariocas. At Cleveland's first international Convention—that was in 1925—a Brazilian Rotarian concluded a little talk about Rotary in Brazil and about Rio de Janeiro (which, he said, lies along the road to Heaven) with the hope that he would see everyone soon. If he meant to add "in Brazil"—and we think he did—he has had a long wait, but it will end for him next June when Rotary goes to Rio for its 1940 Convention. The Cariocas—that is the popular nickname for the inhabitants of Rio—are already busy preparing the welcome. Five thousand North American Rotarians have intimated they would give consideration to making the long voyage down to the harbor of the Sugar Loaf . . . and many of them will make it. Brilliant is the word for plans for the 1940 International Assembly and Convention, but we shall not reveal them here. Rather, THE ROTARIAN will bring them to you bit by bit during coming months. A tantalizing process? Not half so tantalizing as the plans themselves!

### Lend the Man a Hand

CONSTERNATION had crept into the Conference. The talks had been good, likewise the fellowship and the meals. But the District could not find a candidate for its Governorship. "I'd enjoy the job and I'd relish

the honor," one Rotarian said, "but it would mean the best part of a year away from my business. I can't afford that now." Then wistfully, "Maybe next year. . . ."

But before adjournment the Conference found its man. He, too, knew the demands of the office, its cost in time away from his desk, and its drain on nervous energy. But he'd risk all this, he said, "if you boys think I can help Rotary." Whether or not this true story is typical, it lends emphasis to the point that the District Governor's task is one of Rotary's hardest—and most important—assignments. "The biggest link in our chain has always been our system of District Governors," says Past International President Clinton P. Anderson. "The amount of effort and the number of achievements of the Governors are tremendous. If you started to hire as sales managers for great international organizations 175 or 200 men of the caliber that we get as District Governors, think of what an enormous bill it would be for their services, and we get them year after year." When your Governor, whose portrait appears elsewhere in these pages, visits your Club, you might trot this thought out of your memory. And you may find yourself thinking, "This man *lives* Service above Self."

### Irrigating Ideals

"SOCIAL SECURITY" is beginning its fifth year in the United States. In point of age it is still an infant beside the similar schemes of Sweden, Denmark, New Zealand, Australia, and certain other countries. America's social-security program was created, says Samuel N. Stevens elsewhere in these pages, mainly because business generally had failed to anticipate the human needs it fills—financial security in old age and compensation during unemployment, disability, and sickness. Certainly, as Dr. Stevens points out, many farsighted business leaders had long foreseen and satisfied such wants in their own institutions, but even so only 2 million of America's 40 million workers were participants in company benefit plans before 1935.

But the why of social security is now apparently less

important—except for the moral it may point—than that it is an accomplished fact. The question today is: How is it to be operated? It behooves the businessman to think about that question. He is, after all, intimately concerned with the program—in two ways: in its direct cost to him; in its effect upon his employees.

Unemployment compensation is one phase of social security which bespeaks the attention of Rotarians mainly concerned with Vocational Service. It was planned to snub the shocks of unemployment and to ease the load of relief agencies. Through the United States Employment Service it tries to relocate the jobless worker as soon as possible. Insurance benefits extend over a limited number of weeks, are based on average earnings, and are large enough only for subsistence living.

In January, 1938, 22 States were ready to pay benefits. This month the last two States will have their administrative machinery in operation. Over a half billion dollars had been disbursed to unemployed workers up to April of this year.

Numerous points, especially in administrative technique, need change or modification, say critical observers, and the scope of the plan, they add, needs redefinition. For example, most industrial workers are covered, but few agricultural laborers are. In a certain manufacturing State, as a result, 97 percent of the wage earners are eligible to receive benefits, whereas in one farming State only 34 percent are eligible.

Federal-State unemployment compensation is still plastic enough to respond to influence—from either the crackpot or the sound social mind. Rotarians, who seek channels through which business shall be irrigated with Vocational Service ideals, should give it a thought.

## It Couldn't Be Done . . .

**W**HEN nearly a century of bickering over an irritating international issue is swept away by two good Rotary dinners with a bit of practical fellowship on the side, one has convincing evidence of the efficacy of the friendly luncheon-conference—and a good story besides. The story concerns the Rotary Clubs of Ghent, Belgium, and Lille, France, and what they did about a problem that had baffled official authorities for decades.

For more than 80 years certain industries in Northern France had dumped polluting waste products into the Espierre River. Because that stream flows into the Escaut River and so carried the pollution into Belgium, especially affecting the city of Ghent, the matter became an international problem. Public authorities regularly sought to control the annoyance, but the industrialists always shunted the proposed solutions aside. Patiently the Belgian people hoped for a settlement, but always it was delayed. To protect itself, the Belgian Government installed an experimental purification plant and tried to control the trouble alone.

Then, three years ago, the two Rotary Clubs entered the picture. At a luncheon to which the Rotary Club of

Ghent invited the Rotary Club of Lille, an engineer presented the Belgian side of the Espierre affair. His point was well taken, and a few months later the French Club reciprocated, entertaining the Belgian Club members, who were accompanied by the Mayor of their city. Here the French view was aired, and through these friendly speeches, citizens of each nation understood for the first time the other country's rights and point of view.

Accompanied by technical experts, the French and Belgian Rotarians then visited the purification plant, where valuable suggestions came forth, notably from the French engineer. A report on the inspection tour and resulting proposals published in the weekly bulletin of the Belgian Rotary District convinced the Belgian Provincial Governor, a member of the Ghent Club, that the problem he had considered insoluble could be solved—by adopting the recommendations of the French engineer. Differences of long standing were composed and work on a joint control project begun. By October, 1940, the waters of the Espierre and the Escaut will flow fresh and pollution-free again for the first time in almost a century.

## Routine—but Different

**A** LONDON ROTARIAN was worried about his brother 6,000 miles away in Sacramento. Last advices from the Californian had hinted of deep distress—and a long silence had followed. Had the Londoner some friend in Sacramento who might find the brother and send word of his condition? No, none he could name. But, hold on! What about Sacramento Rotarians? Hadn't he a couple hundred unknown friends there? He cabled them.

At once the President and Secretary and a third member went searching for, and found, the brother. "Distress" is hardly the word for the state in which they found him. Emerging from a paralytic stroke, he was still extremely upset in mind and body. "We spent quite some time with him," the Secretary writes, "succeeded somewhat in building up his spirit, looked after his immediate needs, and then cabled his anxious brother in London." Succeeding visits found the sick man slowly improving and able now to give some attention again to a business of 30 years' standing.

Just a few weeks ago Sacramento Rotarians received from the Londoner a money order compensating them for their outlay to the stricken man and a message "so appreciative and unique that we are sure we shall prize it for many years to come."

You may have heard the story before—with other names and places. Such Rotary Club services have, indeed, become almost routine . . . but routine with a difference. Calming an anxious heart with a bit of sympathy and a little real help is an act that bears unending repetition. Science, you've heard it said time and again, has made the world a neighborhood and now someone else must make it a brotherhood. Sacramento Rotarians are doing what they can.



# May I Suggest— . . . . By William Lyon Phelps

*Books and Plays for Vacation Days . . . and Notes about Those Who Wrote Them*

**T**HE Pulitzer Prizes this year have given more general satisfaction than in any previous year I can remember. The announcement of these prizes has usually been the signal for a general battle all over the United States—which on the whole is not at all a bad thing. For I think it is a good thing for civilization when people get thoroughly excited over questions concerning art, literature, and music. However, it is also pleasant to record a universal ratification of the awards made by the judges, as has certainly happened this present year.

The prizes which concern this column—that is, the prizes in which I am particularly interested—are, of course, those in drama, in prose fiction, in biography, and in poetry. This year the award of the Pulitzer Prize in drama to *Abe Lincoln in Illinois* crowned a play that was already enormously successful and deserved the additional fame coming from the prize. It is a particularly good year for such a drama to receive such a prize because the hundreds of thousands of people who attend the World's Fair in New York will be glad to see a play that deals with one of the greatest heroes in the history of the United States. The playwright, Robert E. Sherwood, is one of the most successful of American dramatists. A few years ago he received for the first time the Pulitzer Prize for his brilliant play *Idiot's Delight*, which turned out to be just as successful in London as it had been in New York.

In *Abe Lincoln in Illinois* the spectators feel that they are not sitting in a theater looking at a drama on the stage, but that they are living through the most exciting period of American political history and watching the rise to fame of a man who, as Stanton said, belongs to the ages. Of all the American Presidents, Washington and Lincoln stand out so conspicuously that it would be a disservice to name any other one in their company. And the reason for the splendid isolation of these two is that the more power they received, the more unselfish, the more modest, the more devoted to their country they became. In *Abe Lincoln in Illinois* we find a certain homeliness and simplicity about the drama that were characteristic of the man himself.

The award for the best novel of 1938 was deservedly given to *The Yearling*, by Marjorie Kinnan Rawlings. Here again is a novel enormously successful,

selling by the hundred thousands, both because of the exciting nature of the narrative and because of the spiritual beauty which exhales from its pages. This story deals with primitive men and women and yet is unmarred by any trace of vulgarity or obscenity, two things which are so characteristic of nearly all novels and plays of persons who live close to



Photo: Lusha Nelson

*Pulitzer Prize winner Van Doren.*

the soil. I regard this novel as a triumphant vindication of the fact that there are divine potentialities in every human being.

Had the Pulitzer Prize for biography been given to any other book than *Benjamin Franklin*, by Carl Van Doren, it would have been a scandal. What I mean is that this particular biography of the man whom Matthew Arnold called the greatest genius of the Western Hemisphere was so far superior to every other biography of the year that there would have been a roar of protest from every locality in America had any other biographical work won the prize. This is all I really need to say on this matter.

The award for poetry was given to John Gould Fletcher, of Little Rock, Arkansas. I wish that I were personally more familiar with his verse, but from what I have seen of it I have no doubt of the justice of the award.

\* \* \*

A book that I suppose very few readers will be able to buy because the price is

\$30, and very cheap at that, is *The Letters of Ralph Waldo Emerson*, in six noble volumes, edited by Professor Ralph L. Rusk, a triumph for the editor and a triumph for the Columbia University Press, which during the past few years has performed immense services to English and American literature. Time, which has done so much to lessen and sometimes to obliterate the fame of many American writers who seemed supremely important in the 19th Century, has only increased the splendor of the name of Emerson.

In sheer intellectual power Emerson was the greatest mind in American literature. His collected works in verse and prose have become so largely the inheritance of all thinking men and women that if every one of these volumes should be destroyed, he would still be an inspiration because we have taken in Emerson with our mothers' milk. Matthew Arnold truly said that Emerson was a friend of all those who would live in the spirit. Therefore, the publication of these letters, running from early childhood to the last phase, will throw light on the inner nature of the man and will be as inspiring as many of the works that he himself prepared for the press.

There is nobody like Emerson. He stands alone. But if, in the language of Browning, we judge a man's height by the shadow he casts, these letters will renew the spirit of courage and faith in these days of despair. And although Emerson was in full activity as a writer 100 years ago, he is absolutely contemporary in that what he says is pertinent to the problems and difficulties we all have to face today. I think anyone who makes even a great sacrifice to buy these volumes will feel fully repaid.

\* \* \*

The friendship of Emerson and Carlyle is one of the great literary friendships of all time, like that of Goethe and Schiller, and therefore I recommend another book that has just been published. It is a biography of Jane Welsh Carlyle, written by Professor Townsend Scudder, of Swarthmore College. This is a book that is as delightful and vivacious and diverting and entertaining as was Jane herself. It gives the story of her early youth and marriage, of the lonely years in Craigenputtock, and of the much happier life which she lived with her great husband in London.

I counsel all Rotarians who go to London this year to visit immediately Cheyne Row in Chelsea, close to the river, and enter the house which is now kept as a permanent memorial to Mr. and Mrs. Thomas Carlyle. There Carlyle lived for about 50 years and everything in the house is exactly as he left it, including the extraordinary room at the top of the house where he had an immense skylight under which he wrote. After you have seen every part of the house, be sure to go into the garden where he sat and talked with Tennyson and with Browning and with nearly all the great men of the Victorian age.

Carlyle and Tennyson were the two greatest smokers in English literature. They smoked nearly all their waking hours. Tennyson would rise at 5 o'clock in the morning and then smoke before breakfast a pipe so strong that it would permanently disable the ordinary lover of tobacco; and Carlyle's only extravagance was cigars, of which he smoked an immense number every day of his life. One evening the two men met in this house and smoked continuously for three hours, neither of them saying a word, opening their mouths only to emit floods of smoke, and when Tennyson rose to depart, he said, "This has been a blessed evening, Thomas," and Thomas replied, "Alfred, I have never enjoyed your company more than tonight."

This new biography of Jane has brought me closer to her as an individual and not merely as the wife of a great man than any previous work on the Carlyles, and I think I have read them all.

\* \* \*

Among contemporary books which have just appeared there are two that come from the front rank of living American poets. The new volume by the country's foremost woman poet, Edna St. Vincent Millay, is called *Huntsman, What Quarry?* I welcome it with joy and delight, not merely because it comes

from so distinguished a writer, not merely because every page is interesting, but because in this volume Miss Millay has, in my judgment, returned to poetry which she forsook temporarily in the book that preceded this, called *Conversation at Midnight*. That was a book I thought unworthy of her great ability. But in *Huntsman* there is a splendid display of her talents in the plenitude of her powers. The very first poem, *The Ballad of Chaldon Down*, is magnificent. The tone of defiance to fate which is familiar to all her readers appears in thrilling tones in the following sonnet:

*Thou famished grave, I will not fill thee yet,  
Roar though thou dost, I am too happy here;  
Gnaw thine own sides, fast on; I have no fear  
Of thy dark project, but my heart is set  
On living—I have heroes to beget  
Before I die; I will not come anear  
Thy dismal jaws for many a splendid year;  
Till I be old, I aim not to be eat.  
I cannot starve thee out: I am thy prey  
And thou shalt have me; but I dare defend  
That I can stave thee off; and I dare say,  
What with the life I lead, the force I spend,  
I'll be but bones and jewels on that day,  
And leave thee hungry even in the end.*

This return of Miss Millay is thrilling and triumphant, and I can hardly express to my readers my delight in reading these new pages; and it is my hope that all who read this column will turn

as quickly as possible to the book itself.

\* \* \*

Another foremost American poet, Stephen Vincent Benét, has a new edition limited to 250 copies, signed by the author, of *The Ballad of the Duke's Mercy*. This is an exciting narrative of the 11th Century, and while anyone might read it with the avidity with which we read any exciting narrative, lovers of poetry will have a double delight: the delight of a good story and the delight that comes from pure poetry.

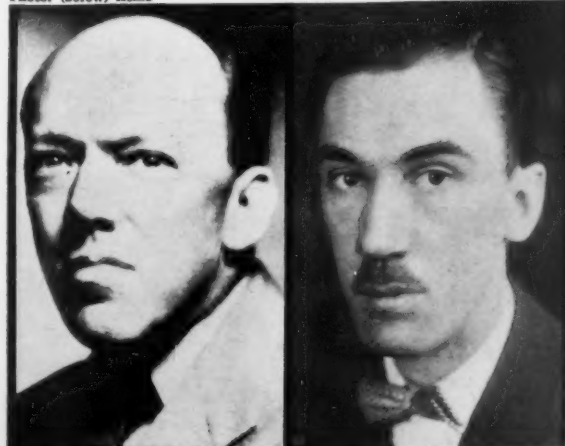
\* \* \*

And now that I have mentioned books that may seem rather serious to some of my readers, let me say first that although these pages will appear in the Summer, I have never shared at all the opinion of many people that works of religion and philosophy and history and biography can be read only in cold weather. I am just as religious in July as I am in January; I am just as fond of great music in August as I am in February; I am just as deeply stirred by great verse in September as I am in March; and I see no reason why anybody's mind should hibernate in hot weather. Yet I do wish that I had before me some very diverting and amusing and merely exciting books that required no intellectual effort with which to balance the rather top-heavy weight of this article.

Unfortunately, although there have been a number of first-rate serious books recently published, the murder and detective stories have not been nearly so good, even of their kind. I know no recently published detective story that com-



Photos (below) Acme



Their works won Pulitzer Prizes: Novelist Marjorie Rawlings (above), Poet Fletcher (far left), Dramatist Sherwood (left).

pare in excitement with some that I have recommended in previous issues, like *Alias Blue Mask*, *Lonesome Road*, and *Some Buried Caesar*. Still a few have appeared that are fairly diverting: *The Mystery of the Stolen Hats*, by Bruce Graeme; *Murder on Display*, by Christopher Hale; and *Off with Her Head!*, by G. D. H. and Margaret Cole. These are all three better than the average.

The first book deals largely with a French detective in Paris, the second with scenes in the United States, and the third with Oxford University. The last one is the most gruesome book these two famous writers have produced, because a girl's head has been neatly cut off and placed in a conspicuous position in a room in Oxford University. Thus readers who are squeamish or made ill by the sight of blood had better read something else. However, despite this gruesome setting, this book, like the preceding ones by Mr. and Mrs. Cole, is full of humor.

Readers who enjoy novels of English society written in a leisurely fashion, filled with insight into character and agreeable sensations where there are no heroes and no villains, but plenty of wit and entertaining conversation, will enjoy the latest novel by Mrs. Angela Thirkell, the author of *Summer Half* and *Pomfret Towers*. Personally, I enjoy her novels tremendously and this new one, called *The Brandons*, which begins in a fashion even more deliberate than her preceding ones, will please readers who enjoy stories of social life in England. It is like spending a week-end at a country house.

While books like these are often called mere light entertainment, it is my conviction that they are really more difficult to write than books that deal with beasts in human form that receive so much praise in this day and generation.

\* \* \*

I am very glad also to recommend a new work by the greatest living literary authority on murder. This book is called *Murder and More Murder* and it is by a Scotsman, William Roughead. This man from Edinburgh and the late Edmund Lester Pearson, of New York, were the two foremost authorities in this field. William Roughead's previous books, all of which stand on my shelves, include *Glengarry's Way*, *Twelve Scots Trials*, *The Riddle of the Ruthvens*, *Knave's Looking Glass*, *Bad Companions*, and others. He is naturally a novelist, but is thoroughly trained in law and has devoted his career to the investigation and report of famous trials for murder, all of them written with great skill, so that I welcome his new book, and I can

guarantee that anything from his pen will please all those who are interested in such topics.

Mr. Pearson and Mr. Roughead were dear and intimate friends and the death of Mr. Pearson in 1937 was a great loss to literature. He was one of the authorities on that famous trial for murder—namely, the trial of Lizzie Borden, of Fall River, Massachusetts. It is interesting to notice that the accomplished novelist Mrs. Marie Belloc-Lowndes has just produced a thoroughly exciting novel called *Lizzie Borden*. With her accustomed skill she has novelized the whole story of that famous murder and to me it is the most exciting of the list of murder novels that I have given.

\* \* \*

*Conversation, Please, A Clinic for Talkers*, by Loren Carroll, with drawings by Ellen Hendrixson, is a diverting and entertaining book founded on commonsense and humor. One of the best chapters in the whole book is called *The Art of Saying Good-by*. In fact, I believe this book should be read in order to find out what *not* to do, for the case histories given in the *Monkey Wrenches in the*

This is the best and most efficient method of departure.

\* \* \*

For a novel not new, but thoroughly charming, I recommend to my readers one of the very earliest works of H. G. Wells. It is called *The Wheels of Chance* and is a story of the adventures of a dry-goods clerk on a bicycle holiday in England. When this was published in 1896, Mr. Wells was unknown. At that time I was reviewing books for the *New York Tribune*, and when I came across this new novel by an entirely unknown writer, I was so delighted with it that I urged everyone to read it. It is far more entertaining than the later works by this famous man. I have read it three times, and I am sure that all those who love a humorous novel written with insight and sympathy will love it as I do. I don't know whether a copy is easily procurable or not, but most public libraries would have it and sometimes it can be picked up at a second-hand bookshop.

\* \* \*

For the benefit of all persons who visit the New York World's Fair this Summer, let me recommend the following plays now running in New York theaters: *Abe Lincoln in Illinois*, *Outward Bound*, *Family Portrait*, *No Time for Comedy*, *The Little Foxes*, and *The Philadelphia Story*.

The greatest play in New York is unquestionably *Outward Bound*, which was originally produced about 15 years ago, and although it had a distinguished cast then, the present performance is so superior in every way that there is no comparison. *Outward Bound*, although a deeply religious play, is so continuously exciting that one can't think of anything else or take one's eyes off the actors for a single moment. It is also pleasing to remember that Laurette Taylor, who many years ago won distinction for acting in *Peg O' My Heart*, has made such a triumphant reappearance in *Outward Bound* that she has just been awarded a prize for the greatest acting of the whole year.

\* \* \*

*Books mentioned, their publishers and prices:*  
*Abe Lincoln in Illinois*, Robert E. Sherwood, Scribner's, \$2.—*The Yearling*, Marjorie Kinnan Rawlings, Scribner's, \$2.50.—*Benjamin Franklin*, Carl Van Doren, Viking, \$3.75.—*Huntsman, What Quarry?*, Edna St. Vincent Millay, Harper, \$2.—*The Ballad of the Duke's Mercy*, Stephen Vincent Benét, House of Books (New York),—*The Letters of Ralph Waldo Emerson*, Edited by Ralph L. Rusk, Columbia University Press, \$30.—*Jane Welsh Carlyle*, Townsend Scudder, Macmillan, \$3.50.—*The Mystery of the Stolen Hats*, Bruce Graeme, Lippincott, \$2.—*Murder and More Murder*, Christopher Hale, Doubleday, Doran, \$2.—*Off with Her Head!*, G. D. H. and Margaret Cole, Macmillan, \$2.—*The Brandons*, Angela Thirkell, Knopf, \$2.50.—*Murder and More Murder*, William Roughead, Sheridan House, \$2.50.—*Lizzie Borden*, Mrs. Marie Belloc-Lowndes, Longmans, Green, \$2.—*Conversation, Please, A Clinic for Talkers*, Loren Carroll, Bobbs-Merrill, \$1.75.

### Item

The News last night had an item—  
 Another drunkard dead—  
 A filthy old rascalion,  
 Who died on a flophouse bed.

They say the men that searched him  
 Found an emerald ring,  
 Engraved with his own initials,  
 Round his neck on a string.

Some tattooing he had on his shoulder  
 Gibed with the ring, all right;  
 And they featured the sorry story  
 In all the sheets last night.

Cries of "Thief!" and "Miser!"  
 Over the country swept.  
 But alone, a proud old woman,  
 Reading the item, wept.

—DOROTHY AGARD ANSLEY

*Machinery* will convict many people of sin. I think the book should have had an index.

In connection with this book, the best technique for getting away from a bore who buttonholes you on a street corner or anywhere else to tell some long story is in the middle of it to take out your watch, look at it and exclaim, "My!" and then run away at full speed. He thinks then that his conversation has been so entertaining that you have forgotten an engagement and does more than forgive you for running away without a word.



# A Bright Week-End at Brighton



*In the garb of his office, the Mayor of Brighton addresses the Conference. At his side are (from left to right): C. Emerson Huston, R.I.B.I. Vocational Service Committee Chairman; T. A. Warren, R.I.B.I. Past President and Director-Nominee of R.I.; President George C. Hager.*



*Anthony Eden, M. P., a Conference speaker, and the Mayor shake hands (above left). . . . The brisk trio (above right) includes, from left to right, Tom Benson, Chairman of the Conference Committee; Edwin Robinson, R.I.B.I. Past President and Past R.I. Director; Percy Reay, a District Representative. . . . (Left) President Almy at Brighton War Memorial. . . . (Circle) "S.R.O."*



**B**REAKING a record for the number of Rotary Clubs represented—and also setting some high marks in quality of program, in earnest study, and withal in happy fellowship—the 20th annual Conference of Rotary International in Great Britain and Ireland was held in Brighton, England, during the first week-end of May. The total attendance, 3,500 persons, set no record, it is true—and for this reason: Brighton's facilities could accommodate no more. Reservations were necessary. Between the Mayor's Reception Friday evening and the President's Ball on Monday night there was ne'er a dull nor an uninspiring moment. That was assured by the many splendid addresses, an ice carnival, teas, ladies' meetings, and a beautiful House of Friendship. Rotarian guests were present from ten overseas countries. Among many familiar Rotary personalities were Rotary's President, George C. Hager, who crossed the Atlantic to be present; R.I.B.I.'s own President, P. H. W. Almy; W. de Cock Buning, Chairman of Rotary's European Advisory Committee. National figures—Leslie Burgin, Anthony Eden, Lady Astor, and Lord Hailey—made inspiring addresses. All in all, and for all, it was a bright week-end at Brighton.



*Photos: Sussex Daily News*



## Rotary Around the World

*Brief news notes mirroring the varied activities of the Rotary movement*

### England

#### Meet with 29 Students

CLAPHAM—Repeating last year's successful experiment in international goodwill and understanding, the Clapham Rotary Club recently invited to a meeting young men from overseas who were students in London. Present were 29 scholars from 16 nations. A spokesman from each country told informally something about his native land.

### Belgium

#### Three Nations at Celebration

NAMUR—When the Rotary Club of Namur recently celebrated its tenth anniversary, to participate in the occasion came members from Rotary Clubs in Belgium, as well as 15 Rotarians from Maidstone, England, and a delegation of French Rotarians from Valenciennes. Decorations at the affair consisted of the flags of the three nations.

#### Offers Prize to Craftsmen

HUY—The Huy Rotary Club has established a prize of 500 Belgian francs to be awarded annually to the Belgian craftsman who is considered the "most skilled, capable, and worthy member of his or her profession." Each year a different craft will be chosen as the field for the award, and employers representing that craft will propose likely candidates from their businesses. The winner will be selected by members of the Club's Vocational Service Committee and two employers.

### Palestine

#### Aid 82 Crippled Children

HAIFA—It was largely through the efforts of the Haifa Rotary Club that the Palestine Society for Crippled Children was founded, and it is largely through its support that the work is carried on. A recent report covering 11 months discloses these interesting figures: 82 children given 880 treatments; 20 X-ray pictures

taken; 75 plaster bandages made; 20 operations performed; seven pairs of orthopedic shoes and 17 orthopedic braces given to patients. A twice-weekly orthopedic gymnasium class is held under the supervision of a physician.

### Yugoslavia

#### Offer Prizes for Essays

ZEMUN—Two prizes, each of 500 dinars, have been offered to the winners of an essay contest by the Rotary Club of Zemun. Students of the Agricultural School and the Commercial Academy of Zemun may compete.

### Switzerland

#### Auctions Help Artists

ZURICH—To secure funds to help some worthy Swiss painter complete his studies in Paris or to provide holidays for an artist in poor health, Zurich Rotarians recently held auctions at Club meetings of paintings bought from young artists.

### France

#### Sons and Daughters Organize

NICE—Both to promote personal friendships among themselves and to offer their services in such projects as the Rotary Club of Nice may find them helpful, the sons, daughters, nephews,

*Patients of a Fiji leper colony examine a truck donated by an American car maker. Suva Rotarians advised the donor of the need for it.*

and nieces of the Club members have organized an association.

#### Sponsor Apprenticeships

CANNES—To help young men go through a regular apprenticeship in the vocation of their choice, the Cannes Rotary Club has an effective sponsorship plan. It keeps in touch with the persons aided and watches their progress with keen interest.

### Australia

#### Overseas Rotary Cities Described

NORTH SYDNEY—As a feature of its weekly bulletin, *Cogs*, the Rotary Club of North Sydney publishes an account of a distant Rotary city prepared by a Rotarian of the place—a tangible example of an effective way to promote Rotary's Fourth Object.

### China

#### Clinic Treats 38,640 Cases

SHANGHAI—A recent report of the mobile clinic maintained by the Rotary Club of Shanghai shows that since its inception it has treated 38,640 cases; 419 cases were serious enough to be transferred to other hospitals.

### Japan

#### Overseas Students Are Guests

TOKYO—To further international friendships, the Rotary Club of Tokyo plans to have ten or more overseas students present at each meeting. Recently scholars were introduced from India, Java, Peru, Siam, and the United States. Most of them are engaged in studying certain Japanese arts or industries.

### India

#### Aid in Beggar Inquiry

BANGALORE—The committee of civic groups and organizations, which includes the Rotary Club of Bangalore, formed to conduct an inquiry into the beggar problem has recommended the immediate establishment of a beggars' home, a small "poor rate" for disabled destitutes, and

Photo: Lucien Liston



*Rotarians, 200 of them from Canada and the United States, travel over 1,000 miles to attend the reunion of District 101 in Juneau, Alaska.*

provision for a special ward in isolation hospitals for incurable beggars.

## Norway

### Distribute Books to Hospitals

TRONDHJEM—The patients in hospitals and sanitariums of this area have more pleasure because of the thoughtfulness of the Rotary Club of Trondhjem. It collects and distributes books and magazines to these institutions.

## Scotland

### Old Stamps Help Charities

EDINBURGH—To aid the charities of the Edinburgh Rotary Club, members save stamps they receive and give them to the Club's philatelic expert, who is able to sell some of them profitably. Old stamps and collections are especially acceptable.

## Canada

### Royal Medals Sent Clubs

SARNIA, ONT.—Remembering the international character of its Rotary District (152), the Sarnia Rotary Club sent each United States Club in the District two of the official bronze medals struck by the Royal Canadian Mint to commemorate the visit of the King and Queen of Britain to America.

### Carnival Earns \$8,000 for Hospital

WESTMOUNT, QUE.—From the spectacular ice carnival which the Westmount Rotary Club staged recently, the Children's Hospital of the city benefited to the tune of \$8,000.

### Bull Is Gift to New Club

PRESCOTT, ONT.—The charter presentation ceremonies for the Rotary Club of Prescott took on aspects of a "gift night." Most novel present was a purebred Holstein bull which was given by the Brockville, Ont., Rotary Club and which is now being made available to farmers in the community.

## United States of America

### Club 'Goes on the Air'

AMARILLO, TEX.—Their audience couldn't see the colorful cowboy and cowgirl regalia in which the 300 Rotarians from Amarillo and near-by Clubs were dressed at their recent open meeting—for the audience was seated beside radios and was "present" at the party only via radio waves. For 5½ hours, starting at 10:30 P.M., the meeting was broadcast over a local



"Before and after" pictures of a prize-winning entry in the rural home-beautification competition sponsored by the Rotary Club of Shelby, N. C.

radio station. The program presented 100 entertainers; numerous short talks stressed aspects of Rotary activities and its service ideal. A ham-and-egg breakfast rewarded the participants when the program closed.

### Minstrel Show 'Goes Over'

WILMINGTON, OHIO—So successful was the "vest pocket" minstrel show staged by ten members of the Wilmington Rotary Club that the

At the close of the contest, the homes were again scored on the basis of work accomplished. It was notable how glass replaced pasteboard in many broken windows, how many floors were repaired, how many hedges were planted, how many new drives, gates, and fences were constructed (see cut above). Rural homes in the county were made more livable.

### Doubles Hospital-Fund Quota

NEW ROCHELLE, N. Y.—Setting itself a quota of \$500 to be raised for the local hospital, the New Rochelle Rotary Club actually raised \$1,000. During the past year \$1,000 was spent in sponsoring a boys' club and providing a Summer camp for underprivileged youngsters of the community.

### Youth Guidance—a New Facet

ST. JOSEPH, MO.—A new and effective approach to youth guidance was sponsored recently by the St. Joseph Rotary Club when, in cooperation with schools and social agencies, it called in Roy E. Dickerson, a specialist in child and youth guidance and a ROTARIAN contributor (see 'What's the Matter with Our Bill?' April, 1937), to conduct meetings of teachers and social workers of the city concerned with youth counselling. Discussions turned on the theme of modern trends and methods in handling problems of mental hygiene and youthful adjustments. Junior College students listened to lectures on psychology, social science, marriage problems. High-school senior boys conducted a number of demonstrations in the most effective ways of group counselling.

### Diverse Hobbies Displayed

WESTWOOD, CALIF.—A cactus collection strikingly displayed was considered the most outstanding exhibit, but it was only one of 48 at the hobby show sponsored recently by the Westwood Rotary Club. The 3,000 items on display ranged from a 375-year-old teakettle which once belonged to Queen Elizabeth to a collection of 1,950 different match covers. Ship models, 100-year-old quilts, and examples of taxidermy competed for awards.

### Babies at \$1 a Pound!

TACOMA, WASH.—A bride costs the groom 10 cents a pound . . . a baby costs the proud father \$1 a pound . . . to have a birthday calls for \$1. Payments on this scale are made by members of the Tacoma Rotary Club to increase its educational endowment fund which assists worthy young men to secure a college

## Come to the Fair!

With the 18 Rotary Clubs of the San Francisco Bay area acting as hosts, August 18 has been set aside as Rotary Day at the Golden Gate International Exposition. An interesting program has been arranged, including a dinner to be served in the ballroom of the California Building. Rotarians who are in the vicinity on that date will find profitable fellowship awaiting them at the exposition.

performance, originally planned for a single Club meeting, was repeated "by popular demand" several times. It helped raise money for a Parent-Teacher Association and brought cheer to a group of 700 disabled War veterans.

### Sponsors Beautification Contest

SHELBY, N. C.—Stimulated by \$150 in prizes, 37 boy and girl members of 4-H Clubs in Cleveland County entered the home-beautification contest sponsored recently by the Rotary Club of Shelby. At the start a Shelby Rotarian and farm and home agents examined and scored houses and yards entered in the competition.



The Lititz school safety patrol in the ponchos presented to them by the Rotary Club of Lititz, Pa.



education. Started in 1923, the fund has made 305 loans, totalling \$28,805—not a single loan has been written off as uncollectible. Several young men aided have achieved notable positions.

#### Correspond with British Club

ALBANY, GA.—An effective means of carrying out Rotary's Fourth Object is contact by correspondence, such as that conducted recently between members of the Albany Rotary Club and the Rotary Club of Southgate, England.

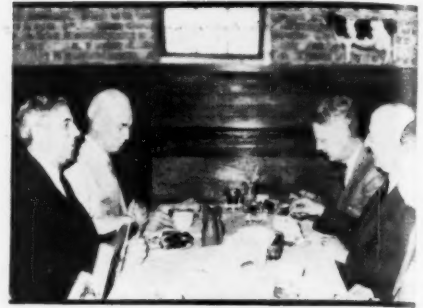
#### Distant Clubs Meet by Radio

SCHENECTADY, N. Y.—Though separated by thousands of miles of land and sea, the Rotary Club of Schenectady has held inter-Club meetings with Melbourne, Australia, and Buenos Aires, Argentina—accomplished by two-way short-wave radio. For the Melbourne broadcast, the Schenectady Club held a breakfast meeting while the Australian Club was having dinner at 9 P. M. There were songs and

speakers from each Club. Distinguished Government leaders of each country made addresses when the Schenectady and Buenos Aires Clubs "met" in a similar manner. This two-way broadcast, held during a District meeting, found 700 North American Rotarians taking part.

#### Broadcast to Fishing Fleet

BILOXI, Miss.—Shrimp and oyster fishermen often remain out on the Gulf of Mexico for sev-



eral weeks, and, until comparatively recent date, these men were out of touch with their families until they returned. To meet this often unfortunate situation, the Biloxi Rotary Club, in cooperation with a local radio station, arranged a daily broadcast to reach these men. It carries entertainment, music, and the weather forecasts—but, more important to those on the boats, it carries personal news items as well. Not unusual now is it for a fisherman to have a message like this, meant for him alone, come across 100 miles of water: "Mother and baby are doing fine!"

#### Exceed Campaign Quota

TRENTON, MICH.—Aided by well-planned, efficiently carried out publicity, the Trenton Rotary Club exceeded its quota in the selling of Easter seals to aid crippled children. Half the amount raised was to be used in the community, half going to the State fund for crippled children.

#### Club History Written

KEOKUK, IOWA.—A bound volume containing the history of the Keokuk Rotary Club since its organization was presented to the Club at its 18th anniversary meeting recently. The product of the Rotary Education Committee, it contains a list of all charter members, the roster through the years, and a record of notable events and accomplishments of each administration.

#### Hold Junior City Election

RICHMOND, VA.—To encourage greater knowledge and interest in the city government, and as practical citizenship training, the Richmond Rotary Club, cooperating with a local newspaper, recently sponsored a junior mayoralty election among the young people of the city. Upon his election the "mayor" filled the various departmental offices by appointment.

#### Radios Given Poor Families

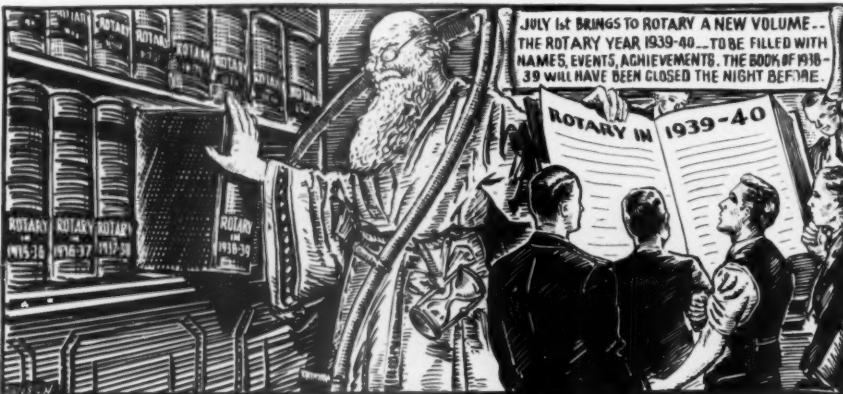
DALLAS, TEX.—To extend the pleasures of radio listening to families who cannot afford to buy a set, the members of the Rotary Club of Dallas were asked to dust off their discarded radios, have them reconditioned, and distribute them among deserving families. A radio servicemen's group cooperated in the project.

#### Offer Vocational Help

LELAND, MISS.—Combined with the establishing of a vocational bookshelf in the Leland High School library was an invitation to personal counselling by any member of the Rotary Club of Leland with students interested in his vocation. Using the bookshelf of some 150 books and monographs and the "guidance service" is made easier by a pamphlet distributed to the pupils.

#### All Bristol Clubs Hold 'Meeting'

BRISTOL, VA.-TENN.—A novel inter-Club meeting recently brought together five Bristol Ro-



## Rotarian Almanack 1939

*If all the year were playing holidays,  
To sport would be as tedious as to work.*

—Shakespeare

### JULY

—the seventh month, has 31 days. Julius Caesar gave it his first name.



Vacation! Ah-h-h! Perhaps you're thinking of it in terms of new trains or planes; new paths to travel; a time to use your new camera on idyllic scenes; or in terms of a long sleep. While the lexicographer defines a vacation as "a period of leisure or rest; freedom from occupation," often our modern holidays are anything but that . . . and we look back on the real vacations of yore. Or do we?

- 1931, First issue of *Roda*, monthly publication for the Rotary Clubs of Federated Malay States, Sarawak, Siam, and Straits Settlements, is published.
- 1—1884, Raymond M. Havens, the 12th President of Rotary International, is born. (Deceased, Dec. 2, 1934.)
- 4—1930, First Rotary Club in Estonia is organized in Tallinn, the capital.
- 4—1935, First Rotary Club in Tunisia is organized in Tunis, the capital city.
- 5—1929, The Colombo, Ceylon, Rotary Club is organized.
- 10—1939, Rotary International's 1939-40 Board of Directors holds its first meeting in Chicago.
- 15—1921, Peru enters Rotary with the organizing of the Lima Club. (The sketch [right] shows Lima's Cathedral.)
- 16—1929, The Rotary Club of Luxembourg is organized.
- 18—1917, With the formation of a Club in Cardiff, Rotary International enters Wales.
- 19—1918, Rotary enters a new continent, South America, with the establishment of a Club in Montevideo, Uruguay.
- 1919, The first Rotary Club in Asia is organized in Shanghai, China.



Total Rotary Clubs in the world (June 19, 1939) 4,962;  
and the total number of Rotarians (estimated) 205,600.



tary Clubs. Interconnected telephones joined the Bristol, Va.-Tenn., Club, which arranged the feature for a regular meeting, with the Rotary Clubs of Bristol, Conn.; Bristol, N. H.; Bristol, Pa.; and Bristol, R. I., in the United States, and the Stratford, Ont., Club, which represented the Rotary Club of Bristol, England. Greetings were exchanged and letters were read.

### Governor's Talk Attracts

POTTSVILLE, Pa.—When the guest speaker of the Rotary Club of Pottsville was Governor Arthur James, of Pennsylvania, to hear him came a roomful of 315 listeners—Rotarians and members of the city's three other service clubs, county judiciary, city administration, and the Chamber of Commerce, as well as other civic-minded leaders.

### Exposition Features Youth Week

WHEELING, W. VA.—The community responded enthusiastically to the Boys and Girls Week program sponsored by the Wheeling Rotary Club in cooperation with many social agencies, including the Boy Scouts, in which three projects combined to touch vital aspects of youth work. A vocational-guidance program, which made expert counselling available to youth groping toward the future, helped 2,000 students plan effective study and training courses. A youth exposition, attended by 19,500 persons, contained 54 displays and demonstrations; it acquainted citizens with youth organizations, the work they are doing, the needs they are filling. The week of serious work was climaxed with a community picnic, a day of fun for 12,000 boys and girls who took hikes, competed in games, watched a variety of entertainment. Winners of essay, birdhouse-building, and poster contests were also announced during the day.

### Furnish Rides for Crippled Girl

LANCASTER, Pa.—There's a crippled girl in Lancaster who no longer need be concerned about being at school on time each day. A group of members of the Lancaster Rotary Club have made certain of that. When the facts—that the girl was crippled, that her family was poor, that transportation was not available—were brought to their attention recently, the Rotarians agreed to provide the youngster with daily rides.

### Education via a Milk Bottle

WEST PALM BEACH, FLA.—Drop a coin into the milk bottle stationed at the entrance to the meeting place of the Rotary Club of West Palm Beach and it makes a clinking sound. But it

*A variety of Rotary work is camera recorded: (from top to bottom) The Rotarians of Russell, Kans., meet in straw hats and with pitch forks to celebrate the wheat crop. . . . The Boy Scouts of Wheeling, W. Va., show handicrafts and demonstrate first aid during Rotary-sponsored Boys and Girls Week. . . . Boys using shop in clubrooms provided them by the Rotary Club of Price, Utah. . . . Rotary's Founder, Paul Harris, plants a tree of friendship while visiting in Charlotte, N. C. (Left to right) Rotarian George C. Ivey; Mrs. H. C. Dwelle, president of the Mint Museum, on whose grounds the tree was planted; L. G. Osborne, President of Charlotte Rotary Club; Rotarian Julian Miller; Paul Harris.*



Photo: (2d from bottom) Salt Lake Tribune and Telegram

does more than that. It helps swell the student loan fund the Club established to aid high-school graduates to pursue courses not given at the State university, or to carry on work at the local junior college. Last year \$264 clinked in the bottle. More than \$1,200 is now out on loans to worthy young people.

### \$10 Buys New 'Legs'

HUNTINGTON PARK, CALIF.—Yesterday helpless, today helpful—that's the briefed four-word story of an investment made by the Rotary Club of Huntington Park. Adding a few details one finds this: By spending \$10 for a boy's farm-type wagon with removable sides, the Club provided a crippled woman with a means of locomotion so that now she can move about—even out to her garden where she can work. No longer does she brood over her two broken hips; rather she expresses a wish that her Rotarian friends might "see what can be done sitting in a wagon."

### They Really Mean 'Welcome'

HOT SPRINGS, ARK.—Move with your family to this city and you'll receive a welcome such as you've never known before. The Rotary Club of Hot Springs is back of it. Shortly after you—or any other family—arrive, the Club's Community Service Committee delivers a timely greeting and a "welcome basket." The basket contains a small item from the stock of each of the town's merchants, their way of saying collectively, "Welcome, neighbor!"

### The Word Was 'Turkey'

MADISON, WIS.—When the Rotary Club of Madison held its 16th annual international dinner, the world-wide flavor of the affair carried over even to the menu, printed on the



Harvel Dunn (left) receives trophy from Alfred Marshall, Clearwater, Fla., Rotarian, as high point man in Rotary Club-sponsored field day.

cards in six different tongues. But no linguists or interpreters were necessary when the *pièce de résistance* was found to be turkey. The International Club of the University of Wisconsin shared actively in the program, presenting songs and dances of the various national groups represented.

### Assist 'Go to Church' Campaign

QUINCY, MASS.—Joining with other service and civic groups, the Rotary Club of Quincy helped boost church attendance in the city. After noon-day meetings in the downtown district, cards delivered by milk drivers, and letters mailed to citizens, church attendance took a leap upward.

## If Your Club Is to Enter—

*The Clubs-of-the-Year Contest just past may offer hints for the one to come.*

**A**S Rotary Clubs are now preparing their entries in the 1938-39 Clubs-of-the-Year Contest, sponsored by THE ROTARIAN, it is stimulating to look back and review the variety of activities which were detailed by participants in the 1937-38 Contest. Activities of the winners of first- and second-place awards in the four lanes of Rotary service were described in the March ROTARIAN, but other Clubs were also alert to their possibilities, many of them achieving honorable mention in the competition.

Note these activities in *Club Service*: The Rotary Club of TULSA, OKLA., staged a big Rotary Roundup. Held in a block-square coliseum, it allowed the 927 Rotarians and their wives, who came from 40 Clubs in five Rotary Districts, to eat, dance, and indulge in fellowship. . . . Using replies received on searching questionnaires, the Rotary Club of MANILA, THE PHILIPPINES, changed its procedures in several ways for more efficiency and better fellowship. For example, every member sat at the President's table at least once during the year. Further, active steps were taken to add more young and progressive executives to the Club. . . . The Rotary Club of DEWSBURY, ENGLAND, found a rich field for Club Service in inter-Club visits. Six Clubs were visited. . . . The Rotary Club of OWEN SOUND, ONT., CANADA, rejuvenated itself by filling vacant classifications with young, active businessmen, and by staging a strenuous educational campaign among old and new members on the service teachings of Rotary. So penetrating was the spirit that the Owen Sound Club was responsible for the organization of six new Clubs in the District and raised the number of effective Rotarians in the area from 45 to 200. . . . The Rotary Club of NILES, CALIF., was exceedingly active for a first-year Club, shown, for example, by its excellent Club publication. . . . The Rotary Club of MERIDA, MEXICO, completed its palm-thatched clubhouse with an adjoining open-air terrace. The building is frequently loaned to other clubs in the city, and this gesture increases cooperation in carrying out community social-service programs.

In the field of *Community Service*: The Rotary Club of JOHANNESBURG, UNION OF SOUTH AFRICA, initiated an educational fund which enabled 30 boys and two girls to continue their education, some in a university, others in technical schools. Used postage stamps collected from the members and sold helped increase the fund. The Club also brought cheer to many patients of hospitals and charitable institutions with the 188 concerts, movies, and entertainments they provided. The Club further concerned itself with projects aimed to improve the health and living conditions of the natives. . . . The Rotary Club of LIMA, PERU, initiated the idea of white canes for the blind and lame in the city to increase their safety. It also presented two hospitals with 60 beds, opened a free swimming pool for poor children, gave a party for 1,500 orphans and lame boys. . . . The sponsoring of rural-community programs of singing, instrumental music, readings, and skits was the outstanding activity of the Rotary Club of WAURIKA, OKLA. More than 5,000 people enjoyed the programs. . . . When neither parents nor school board could afford textbooks for pupils, the Rotary Club of MEDICINE HAT, ALTA., CANADA, cooperated with teachers and other service clubs to buy them. Milk was also provided for

undernourished children. The Club sponsored a "pee-wee" hockey league for youngsters, furnishing playing equipment so more lads could participate. . . . The NEW ORLEANS, LA., Rotary Club cooperated with the city's newspapers and various civic organizations in sponsoring a citizenship ceremony. The young men and women just attaining voting age were assembled for an impressive program aimed to instruct them in the duties of citizenship.

The Rotary Club of FOLKESTONE, ENGLAND, once again sponsored a competitive musical festival, the object of which is to encourage children to study music. Awards are given for vocal, choral, piano, band, children's orchestra music, etc.; dancing also earns prizes.

An unusual hospital transport service that has undoubtedly saved lives and relieved much suffering was organized by the Rotary Club of MILL HILL, ENGLAND. More than 300 trips with patients were made to hospitals by the private cars of the members in one year. . . . Particularly benefiting school children was the free clinic sponsored by the Rotary Club of IOLA, KANS., in cooperation with the Red Cross. Forty tonsillectomies were performed, 18 pairs of glasses were provided, and numerous teeth were treated.

Several Clubs were active in the field of rural-urban relationships. For example, the Rotary Club of GANANOQUE, ONT., CANADA, sponsored an Alaska Oat Club for farm boys, supplying seed of highest quality. At harvest time, prizes were awarded. The Rotary Club also owns a pedigreed Holstein bull which farmers may use free to improve their herds. . . . The Rotary Club of STRATFORD, ONT., CANADA, sponsored a Grain Club among the farmer boys of its community.

**BOYS WORK** was furthered in many places by the forming of boys' clubs or by direct help. The Rotary Club of MONTREAL, QUE., CANADA, maintained its interest in helping residents of the Shawbridge Boys' Farm, an institution for reclaiming youthful offenders. Besides generous contributions, the Club furnishes a speaker every Sunday, and sponsors entertainments and athletic contests among the boys. This direct interest is helping to restore the Shawbridge boys to an honorable place in society. . . . The Rotary Club of NIAGARA FALLS, N. Y., continued its sponsorship of a boys' club of 600 members, all that the club's facilities can care for. . . . The Rotary Club of ROCHESTER, N. Y., furthered its direct interest in the boys of the State Industrial School through personal visits and the staging of a big Christmas party. . . . The Rotary Club of STONEHAM, MASS., sponsored a day camp which gave many underprivileged boys 20 days of camping during the Summer. The lads were taken to and from the camp each day in busses, given a dinner every noon. . . . The Rotary Club of JASPER, ALA., met an alarming problem of juvenile delinquency in its community by organizing a boys' club—and then going still further and building a clubhouse of six rooms for the active organization. . . . A juvenile-delinquency problem also faced the city of JACKSON, MICH., and likewise the Rotary Club met the challenge. A playground was built in the center of the most offending area, and the immediate result was a sharp drop in the juvenile crime rate. Another much appreciated contri-



bution of the Jackson Club was the installing of air-conditioning machinery on the floor of the county sanitarium where children are treated for tuberculosis.

For 11 years the Rotary Club of SUMNER, WASH., has operated a loan fund to help worthy boys and girls finish college—and in that period it has not had to write off a single uncollectible loan. The Club is convinced that "this lending today underwrites the citizenship of tomorrow."

A bit unusual was the project of the Rotary Club of BLAKELY, GA. Near the town are three prehistoric Indian mounds, the largest 90 feet high. To preserve them alike for their scientific interest and the recreational possibilities of the area, the Club purchased 1,000 acres of land surrounding the mounds and presented them to the State, which promptly set the area aside as a State park.

The division of *International Service* gave many Clubs their particular opportunity to carry forward the Rotary ideal. The Rotary Club of BUFFALO, N. Y., sponsored a three-day community Institute of International Understanding which provided expert speakers on topics of world importance. . . . Responding to its opportunities as the result of being located in the nation's capital, the Rotary Club of WASHINGTON, D. C., extended international goodwill by friendly contacts with many visitors, official and personal, from other countries. It has been possible on numerous occasions for the Club to render special service to guests from overseas. . . . The Rotary Club of MORRISVILLE, PA., actively promotes international goodwill through correspondence with Rotary Clubs in other nations. More than 200 letters of greeting were sent to new Clubs formed outside the United States. . . . Sponsoring an Institute of International Understanding, the Rotary Club of SAN ANTONIO, TEX., furnished a fine program of speakers from many countries which increased feelings of world understanding and neighborliness. . . . Each week the Rotary Club of WARRNAMBOOL, AUSTRALIA, sends a letter to a Rotary Club of another nation, always written in the language of the receiving Club. Letters tell of Australian conditions and affairs and are responded to by most Clubs receiving them.

A new twist in promoting international friendship was used by the Rotary Club of COVINA, CALIF. It sponsored a contest for the high-school students which called for the naming of 69 flags from different countries.

*Vocational Service* offers a challenge to every Club. The Rotary Club of EAST CLEVELAND, OHIO, dedicated a series of five meetings to complete discussions of employer-employee relations. The distinct and often conflicting viewpoints of the employer, the employee, the Labor Relations Board, and the general public were presented by experts. . . . Once each month the Rotary Club of LIMA, PERU, held a meeting in some industrial establishment, making a tour of the factory after the luncheon. . . . Realizing the bewilderment of youth in seeking the right lifework, the Rotary Club of MERIDEN, CONN., established a vocational bookshelf in the library, and offered both talks and personal counselling by Rotarians in the field of their classifications to the young people of the city. . . . The Rotary Club of LOVELAND, COLO., acquainted its members with the problems of the various professions and businesses represented in the Club through a series of well-planned vocational talks. . . . The various aspects of business ethics were thoroughly explored through the medium of a questionnaire filled out by members of the Rotary Club of FOLKESTONE, ENGLAND. This was followed by talks which summarized the viewpoints.



*Right up front—Merisani peasant children (above) who were on hand early to view the opening of the hospital (right) provided by Rotarians of Bucharest.*



## Bucharest Adopts a Village

By Agripa Popescu

*Immediate Past Director of Rotary International*

**R**OTARY cannot, must not, stand still. In countries where it is well established, it must live up to the standards it has set. Where it is relatively new—as in Roumania—it must win the confidence and approval of people troubled by many conflicts. Consequently, our nine Clubs with approximately 260 members must do more than talk about service—they must give service.

Nowhere are the opportunities greater in Roumania than in the realm of Community Service—a fact now being proved by the Rotary Club of Bucharest. To demonstrate its interest in rural-urban relations, the Club in the nation's capital adopted the near-by village of Merisani in 1938. Here it has provided a building housing a hospital, a public library, and an assembly hall, all of which it now maintains.

The members of the Rotary Club of Bucharest contributed the \$10,000 needed to build the structure, one of them donating the site. It was designed by Rotarian Duiliu Marcu, the architect who drew the plans for the Roumanian pavilion for the international exposition in Paris in 1937. And the construction engineer who supervised building operations was Rotarian Emil Prager, of Bucharest.

In the hospital section are a waiting room, dispensary, and four-room maternity ward. A woman doctor and a nurse paid by the State advise on matters of health and hygiene, and particularly on matters concerning maternity and welfare. A five-room apartment on the second floor is used for living quarters. The library, affiliated with the Royal Cultural Foundation "Principele Carol," is managed by a young teacher. In the assembly hall, which accommodates 100 persons, lectures and social programs are held.

When the foundation stone of this structure was laid in April, 1938, Rotarian Victor Sla-

vescu, then President of the Rotary Club of Bucharest, told the peasants, priests from three villages, Rotarians, and distinguished visitors that Rotary had but one purpose—to serve. This point was stressed also by Rotarian T. Ficsinescu, proprietor in the village, who urged members of the community to use the facilities provided. Among the Bucharest Rotarians present to express their interest in the project were Prince C. Basarab Brancoveanu, Governor of District 84; Ionescu-Sisesti, Minister of Agriculture and then Vice-President of the Rotary Club of Bucharest; M. Dracea, general secretary of the Agriculture Department; and Stavri Cunesco, director of the Labor Department.

The building was opened for public inspection in October, 1938, following appropriate services. Present for the occasion were many peasants, 100 Roumanian Rotarians and their families, and prominent guests, including Dr. Marinescu, Minister of Public Sanitation, and Rotarian Ionescu-Sisesti. The festivities were ended with a luncheon at the country home of Rotarian Ficsinescu.

Since the opening of the building, there have been 3,000 consultations of peasants of the surrounding district on matters relating to health.

The Rotary wheel which adorns one of the walls of this building is more than a symbol of the Rotary Clubs in nine Roumanian cities. It is the symbol of 205,000 men spread around the world, men who believe in goodwill and understanding, men who believe in putting service first in doing their best to improve their communities and their nations. Rotarians everywhere believe that each Rotarian can be the sincere friend of every man in every country who has the same principles. It is thus that Rotary through its Clubs and members in many nations can help to establish a permanent state of peace throughout the world. It is toward such a goal that Roumanian Rotarians are working.

THE CLEVELAND PRESS

MONDAY, JUNE 19, 1939

Typical of Cleveland industry's welcome to Rotary International was White's full page newspaper greeting, inviting Rotarians to see the unique now WHITE HORSE being built. A brochure describing it is yours upon request.



The sun never sets on  
Rotary International  
... or *White*  
trucks at work!

Around the World in 60 days!

The  
White Horse



THERE NEVER HAS BEEN AN INSTANT SUCCESS LINE IN THE TRUCK BUSINESS! Since the first WHITE HORSE rolled off the production line 60 days ago, orders and inquiries have poured in from all 48 states, Canada, England, Mexico, Cuba, Brazil, Argentina, Holland, Switzerland,

Dutch East Indies and a score of other countries around the world... because THE WHITE HORSE is as different as profit and loss for all types of city route service. The 99-inch wheelbase unit above is for dairies, bakeries, groceries and similar types of service.

TO A WORLD weary of wars and rumors of war, Cleveland is the good news capital of both hemispheres this week. An international good-will conference that really means something is being held here.

In its favorite role of hospitable host, the city is welcoming a world-wide army of peace and industry—15,000 Members of Rotary International from every State in the Union, every Province in the Dominion of Canada and 50 other nations.

The White Motor Company has a special interest in the international good-will that is being fostered because, just as the sun never sets on the activities of Rotary International, it never sets on White Trucks and Busses at work.

Within the past 60 days, White has had unusual proof of the international nature of its markets and its economic dependence upon the maintenance of world-wide peace.

Just 60 days ago, White introduced THE WHITE HORSE... a delivery vehicle of such advanced design that it is without precedent in the automotive field. More than a new vehicle, it is a new delivery method, made possible by adapting engineering ideas from four great modern industries—aviation, refrigeration, agricultural machinery, operating in the "dust bowl" of the Far West, and the railroads. The White Horse is "Tomorrow's Way to Deliver Goods Today."

Since its introduction, orders and inquiries have poured in from all 48 states, Canada, England, Mexico, Cuba, Brazil, Argentina, Holland, Switzerland, Dutch East Indies and a score of other countries around the world! Many from businesses whose owners and chief executives are here in Cleveland this week and who, therefore, have a unique opportunity to witness THE WHITE HORSE being built on the most unusual production line in the industry. Many of the tools, jigs, and special welding equipment were specially invented for their particular part in helping to build the WHITE HORSE.

Because THE WHITE HORSE has application to so many types of business and because the production line on which it is being built is so unique, new and different, White extends a special invitation to all Rotarians to visit the Factory while they are in Cleveland.

Tomorrow's way to deliver goods today



SO NEW AND IMPROVED IT OUT-DOES A MILLION TRUCKS NOW IN SERVICE! Above is the 116-inch wheelbase WHITE HORSE for department stores, laundries, dry cleaners, newspapers, etc. Its aviation-type air-cooled engine runs up to 25 miles on a

gallon of gasoline! Idles 6 1/2 hours on a single gallon! It can be driven from either a standing or seated position and increases by 20% the number of stops an hour a driver can make with less fatigue! The all-welded body is fully insulated—roof, floor and sides

NOW A MILLION TRUCKS  
ARE OUT OF DATE...  
The  
White Horse  
is here!

PHONE FOR TRANSPORTATION  
TO THE WHITE FACTORY

Special arrangements have been made to provide personal transportation for Rotarians desiring to visit the White Factory to see the new WHITE HORSE production line—the most unique development in the automotive industry. Phone Henderson 2000 and ask for the Rotary Reception Committee. A car will call at your hotel or at Public Auditorium and bring you back—in an hour if you wish.

THE WHITE MOTOR COMPANY  
CLEVELAND

Branches and Dealers in Principal Cities of the World

When writing to WHITE MOTOR COMPANY, please mention "The Rotarian"

## As the Boss Sees You

[Continued from page 26]

which always unlocks the door of other people's approval—seeing herself and her behavior through their eyes.

Ethel's case illustrates several points which form the basis for personnel ratings in her own and other large concerns. One of the companies using this rating system employs more than 10,000 women, from \$14-a-week clerks to \$12,000-a-year executives, and rates all nonsupervisory employees on these six points: rapidity and quality of work, interest in work, appearance, manners, coöperation, and resourcefulness.

Ethel's effort was centered primarily on improving her appearance and manners, which she did by studying the taste and preferences of her chief. Through his eyes she criticized herself. She was ranked higher in "coöperation" because she spent more time discussing her problems with her boss and, at his suggestion, with other workers in the office. These discussions also gave the impression of greater interest in her work and called the already excellent quality of her product to the chief's attention. She did not deliberately attempt to improve her all-round rating, because she did not know the points upon which her personnel record was scored. She simply followed the sure-fire rule of observing how she and her fellow employees appeared in the eyes of the man who judged them.

In most companies employees are rated on "improvement." This item may refer merely to speed or accuracy of work, but in many concerns it includes the development of qualities which give promise of managerial ability. Quoting from a personnel card in the files of a large Chicago company: "Miss L. is not only apt at routine work, but in addition she possesses that cool, cautious, analytical mind which shows her fitness for supervisory work." Miss L. received the highest possible rating in "improvement." Executives in this same organization are rated on leadership, discipline, training of employees, and management ability. It not infrequently happens that individuals whose present work is of no great importance find opportunities for revealing their potential capacity for training or supervising other workers and thereby win unexpected advancement. But this sort of rapid "improvement" or development of managerial ability requires above all other business traits the knack of seeing yourself through the eyes of the com-

pany's higher executives, as the following incident will show.

A young man—Adams by name—was sent out from his company's home office by the sales manager to make a survey of sales personnel in 14 States. An earnest and ambitious employee, he thought he saw in this assignment an opening for managerial work in the sales department. Therefore instead of sending his data immediately to his boss he spent a month analyzing it, drew up a careful and complete plan for the rearrangement of salesmen and territories, and sent the voluminous document to the sales manager. Then Adams waited

confidently for instructions to begin his proposed reorganization. Instead he received the following wire: "Company may need new sales manager but unfortunately directors prefer present incumbent. Consider your services discontinued this date."

Eager to show his talent for management, Adams had failed to realize that his chief looked upon him as a mere reporter of facts and, quite naturally, felt himself competent to formulate whatever reorganization plans were necessary. He regarded Adams' report as an attempt to usurp his function.

How much greater the wisdom of Miss

## Favored BY PROMINENT PROS FOR 1939 SALES HONORS!

What the new 1939 cars are to last year's models, these new 1939 Wilson Aerflo (Gallagher Turf Rider Model) and Strata-Face Woods are among moderately priced golf clubs. They're as modern as the steering column gear shift and they touch a new high in design, finish, performance and value.

Remember, "It's WILSON today in Sports Equipment." If you want to improve your golf at reasonable cost see these new Wilson Woods at your Professional's Shop. And don't forget the new Wilson "wonder" ball. It's the ball with which Ralph Guldahl and "Slammin' Sam" Snead played history-making golf to win first and second places respectively in the recent Masters' Tournament.

See this great equipment without fail. For sale at Pro Shops only at prices any average man can afford. Other fine Wilson Golf Equipment is featured by leading Sporting Goods Dealers everywhere. Wilson Sporting Goods Co., Chicago, New York and other leading cities.

Players mentioned are retained on Wilson's Advisory Staff.

# Wilson

## GOLF EQUIPMENT

By this mark  you shall know  
fine golf equipment

### IT'S WILSON TODAY IN SPORTS EQUIPMENT



## THE NEW WILSON K-28

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## Instructions for Self-Inventory

IN the following test you will find listed 50 business qualities which leading personnel directors consider in rating employees. Put a check mark opposite each quality in the column which indicates whether you behave that way "Nearly Always," "More Often Than Not," or "Seldom." The "Seldom" checks are psychological red ink—they show you what parts of your personality are business losses, and their total indicates what proportion of yourself needs improvement. Your positive score comes from the other two columns. Count the check marks in each, multiply the total "Nearly Always" checks by two, and add it to the total "More Often Than Not" checks. Then subtract the "Seldom" total. The net is your grand total score of personality points.

	Nearly Always	More Often Than Not	Seldom
1. <i>Submission to Superiors.</i>			
(a) Accept orders without resentment.....			
(b) Execute orders wholeheartedly.....			
(c) Please superiors in speech and behavior.....			
(d) Loyal to superiors.....			
(e) Make self personally useful to superiors.....			
2. <i>Dominance over Your Job.</i>			
(a) Perform work accurately.....			
(b) Speed well above average.....			
(c) Interested in work.....			
(d) Full mastery of details of job.....			
(e) Adapt quickly to change of assignment.....			
3. <i>Teamwork Ability.</i>			
(a) Tact toward all co-workers.....			
(b) Willing to give and accept help.....			
(c) Able to keep personal feelings to self.....			
(d) Adjust to others' ways and methods.....			
(e) Willing to take blame or give credit.....			
4. <i>Competitive Ability.</i>			
(a) Self-confident.....			
(b) Observe, adopt methods of successful rivals.....			
(c) Courage to fight legitimately for own interests.....			
(d) Poise unshaken by rivals' success.....			
(e) Ability to "take it".....			
5. <i>Personal Appearance.</i>			
(a) Person neat, clean, hygienic.....			
(b) Attire in good taste, pleasing to boss.....			
(c) Pleasant manners.....			
(d) Behavior alert, animated, agreeable.....			
(e) Avoid repulsive habits, mannerisms.....			
6. <i>Business Intelligence.</i>			
(a) Understand business principles, economics.....			
(b) Shrewd—see where own advantage lies.....			
(c) Make quick, accurate decisions.....			
(d) Can analyze business motives of others.....			
(e) Originate practical ideas when needed.....			
7. <i>Capacity for Work.</i>			
(a) Not a clock-watcher, will to finish work.....			
(b) Good health, mental, physical endurance.....			
(c) Able to concentrate at will.....			
(d) Can stand monotony, good work habits.....			
(e) Resourceful, able to take responsibility.....			
8. <i>Salesmanship.</i>			
(a) Approach people tactfully, good mixer.....			
(b) Talk fluently, convincingly.....			
(c) Self-salesmanship—call superiors' attention to results and abilities.....			
(d) Clarify, simplify ideas before speaking.....			
(e) Analyze and arrange facts logically.....			
9. <i>Business Adaptability.</i>			
(a) Punctual—observe rules and regulations.....			
(b) Comply with methods preferred by superiors.....			
(c) Exercise business caution.....			
(d) Impersonal attitude in all business matters.....			
(e) Quick to spot mistakes and correct them.....			
10. <i>Capacity for Improvement.</i>			
(a) Learn easily, quickly.....			
(b) Welcome and use constructive criticisms.....			
(c) Show consistent increase in value to employer.....			
(d) Do outside study to improve business ability.....			
(e) Exert improving influence on other employees.....			

COLUMN TOTALS .....			
TOTAL POINTS .....	$(2 \times a)$	$(1 \times b)$	$(1 \times c)$
TOTAL SCORE .....	$(d + e - f)$		

## What Your Score Means

If your average rating by superiors and associates is 42 or better, you are just about "getting by" in your present position. If your rating is 54 or above, you are making an excellent impression on those who score you and are handling your job competently in their opinion. If your score is 68 or over, you are impressing others with your superior ability and your qualifications for promotion.

If your self-score exceeds the average of your superiors' ratings by 10 points or more, your greatest business fault is conceit—you will find that is at the root of the relatively poor impression you are making on others. But if others score you 10 points or more higher than you score yourself, you lack self-confidence which, if cultivated, will carry you still higher in their estimation.

A difference of 10 points or more between scores given you by different superiors indicates that the business impression you are making is "spotty," variable; it means that the "personal equation" is getting the best of you.

The perfect score is 100; if you should give yourself this rating, you'd be crazy; if a superior should give it to you, it would mean he didn't remember you by sight.

Brown, competent magazine-staff editor, who, when called upon to organize a new department, engaged an efficient staff of workers and then arranged for her entire department to come directly under the supervision of her superior. Looking at herself through the eyes of her chief, Miss Brown perceived that if she took complete command of the new department, it would give her an appearance of rivalry with her boss. It was her job to shoulder the details of management without flaunting her authority.

Most of us have bosses or superiors of some sort in business, or we have associates and customers whose good opinion we wish to cultivate. It should prove helpful and interesting to take inventory of your present stock in trade of personality traits by rating yourself on the chart at the left. If possible, get others to rate you and compare results. Points of divergence call for some readjustment of your behavior. Looking at yourself through others' eyes is the first step toward making them look at you through your own.

## Larkspur

I planted some larkspur, but all of it was blue.  
My old gardener smiled.  
"I wouldn't worry. Enjoy it as it is—and wait.  
Next year you'll be surprised."

Following the redbird and the robin  
It came again this Spring.  
This time I had no part in it,  
Just the Springtime—and God.  
There was blue larkspur as before,  
But mingled with it white and pink, the color  
of tiny seashells.  
A swaying flash of pastel shades above the  
green.  
It might have been a fairy's scarf left fluttering  
on the grass.

My gardener was wise.  
I didn't know that was the way of larkspur.  
Since then I haven't worried about—oh, a lot of  
things.

—ISLA PASCHAL RICHARDSON

## Distance

Just forty paces marked the little space  
Between the house and barn; with pride he  
said  
That path for sixty years had known his  
tread,  
And on it he had walked to peace and grace.  
Along it he had watched the great dawns race  
To glory on the hills, had seen the sunsets  
spread  
Their beauty on the fields, the Springtime shed  
Its fragrant bloom, the Winters march apace.

The path had led to toil, but back again  
To rest and home and loved ones' welcoming,  
And through the years to quiet happiness.  
When asked if he had known no lure of men  
To roam, he answered: "To home hills I  
cling;  
Most men have travelled farther and found  
less!"

—ARTHUR WALLACE PEACH

## Erie Tales

[Continued from page 45]

tary of the Richlands, Va., Club, called his home "long distance." "Everything's perfect here," he told his wife, "except one thing. You aren't here to share it with me—and I feel terribly selfish." That, we suspect, was the nicest orchid MRS. MONTGOMERY ever received.

**Roses.** "How can I get to the Horticultural Gardens?" asks HAROLD A. RYAN, of Cambridge, Mass., which seems to be just a run-of-the-convention question—until a bit of neck angling reveals his classification to be "florist—retail." "A sort of postman's holiday, I guess," he grins when chaffed about it. "I always save part of my time at Rotary Conventions for visits to other florists and conservatories." Seems a rose is a rose—even to a florist.

**Brought House Down.** It happened in the association and business services assembly. The Chairman was interrogating a Y.M.C.A. secretary about an organization of "Y" secretaries. "Have you a code of ethics?" he asked. "Well," our secretary chuckled, "I don't exactly know. I've been in it only 20 years."

**Coincidence.** DR. JAMES E. WALLIN, of Ottawa, Kans., knows a doctor in China and a lawyer in India. They and he sold aluminum to earn their way through college. When he saw doctors from China and India in a group meeting, he asked them if they knew his friends. They did—very well.

**Youthfulness.** GEORGE W. HARRIS, Washington, D.C., photographer who since 1921 has been Sergeant at Arms of Rotary's Assemblies, celebrated his 67th birthday a few days ago—but looks and acts ten years younger. "Maybe," he says, "it's because since I was a young man I've taken three months off every Summer to play."

**Repatee.** It happened on the golf course. "I'm bushed," wheezed REGINALD COOMBE, of London, England, whose classification is "gloy paste," then, "I say, old fellow, would you mind carrying my bag a bit?" To which DAVID A. EWEN, who hails from Wellington, New Zealand, was quick to respond, "Certainly not. I believe in Club Service."

**Presence of Mind.** When DR. ERNEST R. PROCTOR, Chicago Rotarian, discovered his wallet containing \$150 conspicuously absent from his pocket, he quietly asked another Conventioneer to get a policeman, meanwhile keeping an eye on the suspected thief. The arm of the law arrived presently and proved DR. PROCTOR's suspicions correct. The pickpocket was wearing a faked badge.

**Holdup Setback.** Six years ago CROMBIE "LOWERCASE" ALLEN, newspaper publisher of Ontario, Calif., was shot during a holdup. Though he has been active Rotarily since then, the shock of the experience has within the past year made him what everybody but CROMBIE calls a sick man. But CROMBIE, his own lovable self, has been here this week, meeting old friends and making new ones, as is his wont.

**Respite.** "No, sir, I didn't bring them left them home deliberately," says NEWSPAPER PUBLISHER GEORGE R. AVERILL, of Birmingham, Mich., speaking of the two high-powered cameras on which he has built fame as an ama-

teur recorder of earlier Rotary Conventions. "I wanted a vacation from picture taking this time," he explains. Something like two-score Rotary Clubs have seen the 1,000-odd shots he made during the Nice Convention.

**Whence?** YOUR MAN WITH THE SCRATCHPAD, snatching a whiff of air at an open window, there discovers a small and fatigued pigeon. A band on its leg bears the designation "AU-39-LWD-230." Can any Rotarian reader tell whence came this bird?

**Miscellany.** In the manner of Winchell . . . The English Rotarian at the Hotel Statler, casually laying down his hat—in a fish bowl. . . Rotarians from Arizona sporting weird, diamond-holed walking sticks, made from cholla cacti. . . A tornado keeping Rotary news from page one on Sunday, and an escaped convict ditto on Monday. . . SECRETARY CHESLEY R. PERRY, ever alertly thoughtful, finding tables

for waiting guests in a crowded restaurant. . . H. CLINE FIXOTT, of Portland, Oreg., is a dentist. His name is, he says, good advertising—and, well, ethical even for a dentist. . . THOMAS R. McHALE, JR., is in the telephone business and lives at Belleville, N. J. He attends more than 200 Rotary meetings a year, including those of the Lodi, N. J., Club, which he helped organize. And add to International Service notes that 90 percent of Lodi Rotarians are Italian born. . . Items which are left by District Governors-Nominee (and wives) in hotel rooms after the Assembly at White Sulphur Springs, W. Va., include one pair of shoes, a white shirt and belt, a felt hat, a fan, knitting needles, a nail brush, and other miscellaneous articles.

**Coverage.** "If you were there, you're in it!" bawls the newsboy, waving late papers whose front and back pages are heavy with Convention photos. Business, he reports, is good.



## THE 'SECRET' OF MAKING GOOD BEFORE FORTY

By WALTER B. PITKIN  
Author of "LIFE BEGINS AT FORTY"

By the time you reach forty you must have made your mark in the world. You have approximately twenty years in which to do it, but all too soon the years slip by and before you know it your chance is gone. In his new book Professor Pitkin shows you specifically how to capitalize your abilities for a successful career before forty.



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are reasonable.



Set in rock above the mantel is the Rotary wheel presented to Rotarian McCarty.

## The Hobbyhorse Hitching Post

*A Corner Devoted to the Hobbies of Rotarians and Their Families*

**B**UILD a cabin and you may build friend-  
ships. That's the firm conviction of ROTARIAN  
ARTHUR F. MCCARTY, of Salina, Kans., who in  
collecting rocks for his unique mountain home in  
Colorado has also collected many friends.

• • •

For years our family had dreamed of building  
a Summer home in the Rockies at a spot dear  
to all of us, and as we dreamed, we planned.  
We wanted our cabin to be different and to ex-  
press the sentiment each of us had for the pro-  
ject. The unique or sentimental features con-  
sisted of gathering rocks from every place where  
any member of the family had an interest, and  
making lamps, ash trays and stands, and other  
gadgets of old wood with similar sentimental or  
historical association. We had rocks from our  
birthplaces, ancestral homes, and college camp-  
uses, and friends travelling in Europe, Egypt, Pales-  
tine, Mexico, Canada, and Alaska added to our  
collection, to be used in building the fireplace.  
One stone has a strong Rotary association.

I thought I was going to encounter some dif-  
ficulties when I decided that I wanted a rock  
from my grandfather's old farm in Morgan  
County, Ohio. It was the farm on which my  
father spent his boyhood, but I had been there  
only once—way back in 1912. However, it  
occurred to me to write to the Malta-McCon-  
nellsville Rotary Club in Morgan County, offer-  
ing to pay the cost of locating the farm and  
shipping the rock if some of the members  
would make the necessary arrangements.

To my surprise, this Club, of which RO-  
TARIAN CHARLES E. FISHER was President at  
the time, insisted not only upon sending me  
the rock without cost, but also placed upon it a  
Rotary wheel and a bronze plate with this in-  
scription: "Presented to Arthur F. McCarty by  
the Malta-McConnellsville Rotary Club, Ohio."

This rock, 8 by 10 inches in size, is now  
set in the solid stone masonry in the center of  
the chimney above the mantel of the fireplace in  
Blackstone Cabin at Green Mountain Falls, Colo.  
It is an enduring monument in bronze and stone  
to real Rotary fellowship which always enriches  
every life it touches. We hope that many of our

Rotarian friends will see it there. Each will find  
a pipe to his liking, and may deposit the ashes  
in the Rotary smoking stand, made of 60-year-  
old cedar.

Rings—67 rare rings from all parts of the  
world—have been collected by ROTARIAN LESTER  
J. WILLIAMS, of Baton Rouge, La. His collection  
(see cut below) includes an Egyptian wishing  
ring, a poison ring, a "ring of a thousand teeth,"  
and unique rings for Mexico, Italy, and Egypt,  
but his most valuable ring dates back to many  
centuries before Christ.

### What's Your Hobby?

Are you trotting out a new hobby? By listing  
your name here, you may hear from many old-  
timers in the field. If you are a Rotarian or a  
member of a Rotarian's family, you're eligible.

**Movie Photography:** John G. Reitsch (interested  
particularly in photographing wild animals in color),  
Union Bank Bldg., Helena, Mont., U.S.A.

**Genealogy:** J. L. McCorsion, Jr. (interested in  
Parker, Curtiss, and Husted families of Oneida County,  
N. Y.; also interested in Lincolniana and in cor-  
responding with stamp collectors in other countries),  
84 Hollis Ave., Braintree, Mass., U.S.A.

**Photographs:** Señora Ely Skewes de Franz (wife  
of Rotarian—collects photographs of members of royal  
families, will give in exchange magazines, postcards,  
stamps, music), Casilla 60, Tocopilla, Chile.

**Clocks:** K. J. Thomas (would like to contact col-  
lectors of early American clocks), 157 Main St.,  
Calais, Me., U.S.A.

**Books and Records:** Charles Burton Farrell (son  
of a Rotarian—collects books and information about  
them, and records; interested in corresponding with  
boys or girls 16 to 18 years old), 308 Woodlawn Ave.,  
Greensboro, N. C., U.S.A.

—THE HOBBYHORSE GROOM



Collecting unusual rings—several of  
them centuries old—has been the hob-  
by of Rotarian Williams for 25 years.



## Helps for the Club Program Makers

The following reading references are based on *Planning Club Meetings in Advance*, 1939-40 (Form No. 251) issued from the Secretariat of Rotary International, 35 East Wacker Drive, Chicago, Ill. The supplementary references may be obtained from your local public library or by writing to the individual State Library Commissions.

### THIRD WEEK (JULY)—Candid Convention Shots (Club Service).

From THE ROTARIAN—

**Cleveland Repeats!** Leland D. Case and Paul Teetor. This issue, pages 34-39.  
**A Good Time Was Had by All.** Karl K. Krueger. This issue, pages 40-42.  
**Erie Tales.** The Man with the Scratchpad. This issue, pages 43-45.  
**The Caricacs Are Calling.** Editorial. This issue, page 46.

Pamphlets and Papers—

From the Secretariat of Rotary International:  
**Brief Report of the Convention (R. I. News Letter No. 1, 1939-40 series).**  
**Candid Convention Shots.** No. 231.

### FOURTH WEEK (JULY)—Competition and Business Management (Vocational Service).

From THE ROTARIAN—

**A Challenge to Management.** Samuel N. Stevens. This issue, page 21.  
**As the Boss Sees You.** William Moulton Marston. This issue, page 24.  
**Irrigating Ideals.** Editorial. This issue, page 46.  
**Business, Cleanse Thyself!** H. I. Crawcour. Apr., 1939.  
**Ah! That's Management.** Edwin B. Moran. Feb., 1939.  
**Is Being 'Smart' Really Smart?** Reidar Brekke. Dec., 1938.  
**Is Little Business Coming Back?** Roger W. Babson. Oct., 1938.  
**Is My Competitor My Enemy? (debate).** Yes! Charles S. Ryckman. No! William R. Yendall. May, 1936.

Other Magazines—

**How Far Should Government Control Business?** Thurman W. Arnold. *Vital Speeches*. Mar. 1, 1939.  
**Labor and the Competitive System Cannot Prosper in an Atmosphere of Dissent and Distrust.** Leo Wolman. *Vital Speeches*. Feb. 1, 1939.  
**Industrial Freedom.** W. J. Cameron. *Vital Speeches*. Dec. 1, 1938.

Books—

**Modern Competition and Business Policy.** Henry S. Dennison and John K. Galbraith. Oxford University Press. 1938. \$1.25. A review of competition. Is it good or bad? Are monopolies dangerous?

Pamphlets and Papers—

From the Secretariat of Rotary International:  
**Men and Ships.** Almon E. Roth. *Convention Proceedings*. 1938. Page 45.  
**Competitor Relationships.** Charles L. Pillsbury. Minneapolis, Minn. *Convention Proceedings*. 1936. Page 59.  
**Competition and Business Management.** No. 545.  
**It Begins with Management.** No. 522.

### FIRST WEEK (AUGUST)—Improved Living Standards—A World Problem (International Service).

From THE ROTARIAN—

**On Tending One's Own Front Yard.** Hendrik Willem van Loon. This issue, page 11.  
**Depressions Breed Revolutions Unless—** Sir Arthur Salter. June, 1939.  
**Straws in the Business Winds.** Walter J. Mathew. Feb., 1939.  
**All Linked Together.** Sir Frederick Leith-Ross. What They're Saying. Sept., 1938. Page 57.  
**Recession—and the Way Out (debate).** Higher wholesale prices will restore prosperity. Sir Charles Morgan-Webb. Prices and wages in some industries must drop. Harold G. Moulton. June, 1938.  
**The Goal Is Plenty for All.** Harold G. Moulton. Dec., 1935.

Other Magazines—

**The Science of Better Living.** Owen D. Young. *Vital Speeches*. Aug. 15, 1937.  
**America's Pocketbooks.** R. Goslin and O. Goslin. *Scholastic*. Jan. 14, 1939.

Books—

**Industrial Price Policies and Economic Progress.** Edwin G. Nourse and Horace B. Drury. The Brookings Institution. 1938. \$2.50. The effect of prices on profits and prosperity.  
**Business and Modern Society.** Edited by Malcolm McNair and Howard T. Lewis. Harvard University Press. 1938. \$5. Fourteen members of Harvard's faculty discuss various aspects of modern business.

**The American Way of Life.** George E. Sokolsky. Farrar & Rinehart. 1939. \$2. An industrial history of America. The author says high living standards are due to mass production and distribution, and effective advertising.

Pamphlets and Papers—

From the Public Affairs Committee, 30 Rockefeller Plaza, New York. 10c each:  
**Industrial Price Policies.** 1938.  
**Your Income and Mine.** 1938.  
**Income and Economic Progress.** 1938.

Pamphlets and Papers—

From the Secretariat of Rotary International:  
**Improved Living Standards—A World Problem.** No. 779.

### SECOND WEEK (AUGUST)—Cleaning Up the Community (Community Service).

From THE ROTARIAN—

**Saving Soil at Broken Hill.** A. J. Keast. This issue, page 27.  
**It Couldn't Be Done . . .** Editorial. This issue, page 47.  
**Bucharest Adopts a Village.** Agripa Popescu. This issue, page 57.  
**Give Your Town a Personality!** Earnest Elmo Calkins. Mar., 1935.  
**When Funds Fail.** Editorial. June, 1934.

Other Magazines—

**Venus de Milo Helps Clean Up 7,000 Towns.** Edmund Stone. *Nation's Business*. Apr., 1939.  
**Public Cleansing.** *American City*. Mar., 1939.

Books—

**City Planning, Why and How.** Harold MacLean Lewis. Longmans, Green. 1939. \$2.50. A clear, simply stated exposition of this vital field of community service, including a study of parks, homesites, transportation problems, etc.  
**Housing for the Machine Age.** Clarence Arthur Perry. Russell Sage Foundation. 1939. \$2.50. The latest developments in city planning and slum-clearance projects.

Pamphlets and Papers—

**Cleaning Up the Community.** No. 646C.  
**This Housing Problem.** No. 618.

### Other Suggestions for Club Programs

#### GOLD THE BEST STANDARD?

From THE ROTARIAN—

**What Yardstick for Money? (symposium).** Sir Henri Deterding, Melchior Palvi, William Trufant Foster. This issue, pages 16-20.  
**World Trade Awaits Stable Money.** Sir Arthur Salter. July, 1936.  
**What of the Gold Standard? (symposium).**  
 1. **The Gold Bloc—Oasis in a World of Uncertainty.** Dr. F. H. Fentener van Vlissingen.  
 2. **The Future of the Gold Standard Is Dark.** Major C. H. Douglas.  
 3. **The Gold Standard in the United States.** E. W. Kemmerer. Apr., 1935.

Other Magazines—

**Our Great Need of a Standard of Value.** L. H. Harvey. *Vital Speeches*. Feb. 1, 1939.  
**As Bad As Gold.** J. A. Livingston. *Commentator*. June, 1939.  
**Has Gold a Future?** Frank D. Graham and Charles Raymond Whittlesey. *Foreign Affairs*. Apr., 1939.  
**Our American Monetary Position.** E. W. Kemmerer. *Vital Speeches*. June 15, 1938.  
**Twelve and a Half Thousand Tons of Gold.** B. F. Wilson. *Harper's*. Sept., 1938.  
**The World's Muddle over Gold.** Stephen Leacock. *Nation's Business*. Jan., 1938.

Books—

**Monetary Policy and Economic Stabilization.** Arthur David Gager. Macmillan. 1938. \$3.75. A study of the gold standard by an experienced banker and administrator.

Pamphlets and Papers—

From the Foreign Policy Association, 30 Rockefeller Plaza, New York:  
**Battles without Bullets.** Thomas Brockway. 1939. 25c. An informative booklet on the international monetary situation.  
 From the Secretariat of Rotary International:  
**World Economy and National Economics.** No. 534.

#### PLANTS WITHOUT SOIL

From THE ROTARIAN—

**Nice Clean Gardening.** Frank J. Taylor. This issue, page 14.

Other Magazines—

**Bathtub Gardening.** Frank J. Taylor. *Popular Mechanics*. May, 1939.  
**Horticulture Goes Modern.** C. F. Greeves-Carpenter. *Nature Magazine*. Mar., 1939.  
**Wake Island's Soilless Farm Well Under Way.** *Science News Letter*. June 11, 1938.  
**Home of Tomorrow.** *House and Garden*. Nov., 1938.

## COOPER

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## TIRES

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Left to right: Contributors Dimnet, Stevens, Marston, Taylor, Keast

## Chats on Contributors

**ABBÉ ERNEST DIMNET** again takes ROTARIAN readers on an excursion into the realms of philosophy and psychology, this time via a discussion entitled *Re: Social Contacts and Dignity*. Recognized as an outstanding literary figure on both sides of the Atlantic, the Canon of Cambay Cathedral is universally admired for his charming and logical outlook on life, much of which he details in his books *My Old World* and *My New World*. . . . Volumes of goodly proportions such as *The Story of Mankind*, *The Story of the Bible*, and *The Arts* have made familiar the name of **Hendrik Willem van Loon**, who came to the United States from Rotterdam, The Netherlands, at about the turn of the century. As professor of history, he learned to take long-range views of man's development, but he also witnessed events from close range in various capitals of the world as an Associated Press correspondent. A previous ROTARIAN contributor, he writes this month *On Tending One's Own Front Yard*. . . . Western travellers in the United States may recall guide books such as *Grand Canyon Country* and *Oh, Ranger!*, co-authored by **Frank J. Taylor**. Formerly manager of the Washington bureau for the Scripps-Howard Newspapers, he turned to free-lance authorship in 1924, now writes regularly for leading magazines. He describes *Nice Clean Gardening* for ROTARIAN readers.

To discuss with authority *What Yardstick for Money?*, the symposium-of-the-month, come three eminently qualified personages. **Sir Henri Deterding**, *The 'Gold Mentality' Blocks a Solution*, was at the time of his recent death a Dutch industrialist of world-wide influence. The son of a sailor, he went to work at 16 in an Amsterdam bank at \$4 a week; at 22 he passed an examination which brought him a post on the other side of the world in the Dutch East Indies. In 1896 he joined the "Royal Dutch Company for the Working of Petroleum in the Dutch East Indies," became its managing director in 1900. His firm, which merged with numerous British interests, grew with the mounting importance of motor fuel to become known throughout the world. In recognition of his services in promotion of industrial interests, he was knighted by Britain's King George V. . . . **Melchior Palyi**, eminent monetary and banking authority, holds that *A Silver Base Would Not Solve the Problem*. A native of Hungary and formerly the chief economist for Germany's Deutschebank and professor in the Berlin Handelshochschule, he delivered a notable series of lectures in 1926-27 at the Uni-

versity of Chicago. In 1934 he was a visiting professor of economics on Chicago's faculty. While in Germany as director of the Institute of Currency Research he edited that body's *Monetary Economy*. Now a United States citizen, he is engaged in special study at the University of Chicago. . . . **William Trufant Foster**, *A Competently Managed Currency Is the Answer*, has for nearly 20 years directed the Polak Foundation for Economic Research. Prior to this he was for ten years president of Reed College, in Portland, Oreg. Though known to many college graduates for his *Argumentation and Debating* and other books on speech, he has in more recent years confined his writing largely to works on economics and finance. He is a several-time contributor to this magazine.

As dean of Northwestern University's University College in Chicago, **Samuel N. Stevens**, *A Challenge to Management*, is in a position to view objectively the trends of modern business. One of the first to apply psychology to industrial and commercial problems, he has become well known for his work in systems of personnel control and the solution of employer-employee differences. This is his second contribution to THE ROTARIAN. . . . Problems involved in personality adjustment have long been the subject of study by **William Moulton Marston**, *As the Boss Sees You*. A Harvard graduate, he has been a consulting psychologist since 1925, has lectured frequently at leading American universities, has written numerous articles and books, including *Try Living*, his most recent work. His experiments with systolic blood pressure are described in his book

*The Lie Detector Test*. . . . As a boy in Australia, **A. J. Keast** began his career with The Zinc Corporation, of which he is now manager. He spent 15 years in the United States and Canada, first as a student of mining, later as a Canadian mining operator. He writes here of *Saving Soil at Broken Hill*. . . . **William Lyon Phelps**, New Haven, Conn., Rotarian, once again brings news of late books and plays in *May I Suggest—*. Now professor emeritus, he

taught English literature to Yale students for 40 years. . . . **Agripa Popescu**, who in *Bucharest Adopts a Village* tells of a Community Service project of his own Rotary Club, is an Immediate Past Director of Rotary International. In 1937-38 he was Governor of Rotary District 84. He is general manager of a charity institute in Roumania. . . . **Leland D. Case** and **Paul Teetor**, who tell the story of Rotary's 30th annual international Convention in *Cleveland Repeats!*, and **Karl K. Krueger**, who writes that *A Good Time Was Had by All*, are members of the editorial staff of THE ROTARIAN.



Contributor van Loon

